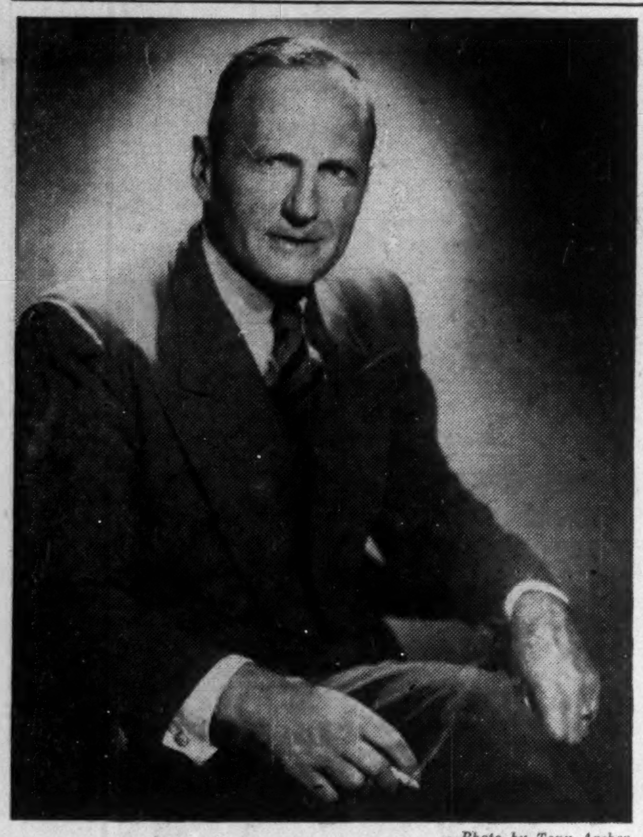
# The Financial Post

**20 cents**

*Canada's National Weekly of Business, Investment and Public Affairs.*

Vol. XLVII Twenty Cents an issue, Six Dollars a Year ★ Publication Office: Toronto, September 19, 1953 ★ Member of Audit Bureau of Circulations No. 38


***Chamber Chief***



—*Photo by Tony Archer.*

**Top man of the 100,000 members of the more than 670 member-boards of the Canadian Chamber of Commerce, elected this week at the annual meeting in Edmonton, is Wilfrid John Borrie, president of Pemberton Securities Ltd., Vancouver, and a former president of the Investment Dealers Association of Canada. (Personality sketch, p. 6).**

**THE NATION'S BUSINESS**

## We're All Slaves In Strike Tie-Ups

Law can restrict. Law can free.

Sooner or later the Canadian public is going to ask the law to free it from the threat, free it from the disaster, of strikes in public utilities and other essential services.

Last week in Quebec, the Canadian Bar Association, by a slim majority, endorsed compulsory arbitration of labor disputes where public health or safety is in danger. There would be a no-strike pledge and both parties would be bound by the rulings of an arbitration board.

To veteran labor leader A. R. Mosher, CCL chieftain, such a law would "make slaves of the workers."

We wonder what the present system does to the innocent public—in no way a party in the disputes—but always the biggest loser. Everytime a strike comes or is threatened in the railways, the gas works, telephone systems or any other essential services—the people are the real "slaves." They are forced into idleness, or can't get to work or can't heat their homes.

No one wants any kind of board to start setting wages and prices where the free market can do the job, or where a strike does not tie up a whole community or half the country's economic life.

But if it is worth protecting the public by setting the price of public utilities services like freight, power and telephone rates, surely it is just as important to guarantee that these essential services aren't going to be cut off everytime there's a wage squabble or a labor boss wants to hold a gun at somebody's head.

Until this is done, the public — all of us — are the "slaves," Mr. Mosher.

* * *

### Come Up and Take a Look

Most U. S. business men "don't really know Canada," Herman W. Steinkraus, past president of the U. S. Chamber of Commerce told the annual meeting of the Canadian Chamber of Commerce this week.

Though they might hesitate to come right out in public and say so themselves, the vast majority of Canadians who have traveled in the United States will be inclined to agree. They will also heartily agree with one of the remedies suggested by Mr. Steinkraus. United States firms with business interests here, he said, should have at least one director's meeting in Canada each year.

A few such firms have already partially adopted this plan. More might follow with benefit to themselves and to us.

By and large, American and Canadian business men get along well together. There is a closer understanding between those two groups on this continent than probably anywhere else in the world. But that does not rule out further improvement, especially when we consider the tremendous growth in trade between Canada and the U. S.

Mr. Steinkraus has made an excellent and timely suggestion.

* * *

### They Bury the Hatchet

For perhaps the first time since they toyed with the original idea of confederation almost a century ago, government and business representatives of the four Maritime Provinces have come together to discuss mutual problems. It's an excellent and long overdue move.

Newfoundland, Prince Edward Island, New Brunswick and Nova Scotia have a great deal in common. There is much similarity in industry, geography, climate, racial stock, markets and natural resources. They are certain to benefit from closer association, from pooling their commercial development and from approaching their problems from at least the regional rather than the strictly provincial angle.

While the average Canadian in the central and western parts of the country has been inclined to consider them all as one, a brief stop in any of the four provinces would soon correct that false impression. But provincial pride and rivalries handed down for generations can sometimes prove pretty costly.

The new move in the opposite direction will be generally welcome. The rest of Canada will certainly wish success.

* * *

### Pearson's Work Continues

Canadians are proud of what Lester B. Pearson has done as president of the UN general assembly during the past year. Now he returns to New York as leader of this country's delegation and has a unique responsibility, partly because he is a Canadian, and partly because he is "Mike" Pearson.

The most important task to be achieved at UN is the rebuilding of the Western front, split down the middle by the Korean muddle. And Pearson can be of real help here.

But he could help even more if he could impress on all the Western powers that the UN is no instrument of the West in the cold war with Communism. It was an accident that permitted the UN to take up arms against aggression. The Russians were absent at the meeting. The Americans have not accepted this plain fact and would like to use the UN in the East-West struggle.

The UN's vital value is that it is the only forum where the two sides can meet and have a chance to find common ground. It can be useful to the West as it is—to establish and demonstrate a common front among themselves, to meet the Russian bloc, in argument if necessary, in agreement if possible.

But the West can do nothing but harm if it tries to make the UN a battleground against Communism. This is the lesson which Canada's Pearson must try to instill into allied heads.

## U.K. Adds Another Export to the List

### Construction Know-How Coming Out In Large Quantities As Big Firms Establish Operations In Canada — How It Works, Who They Are

**By HARLEY POTTER**

To textiles, machinery and other exports of the United Kingdom to Canada add another: construction know-how and capital.

The trickle of contractors and consulting engineers shows signs of enlarging to a fair-sized flow. Since the British Government twisted the faucet open for investment of pounds in this country, it has been more and more convinced that a good place to allow its citizens to put pounds is in the construction industry.

A good half dozen contractors are surveying Canada right now, or have recently done so and are mulling over what they found.

Here are some who have decided to set up shop here:

—One of the largest contractors in the U. K.—and in Europe —is making a humble start with a sewer and water job.

—Another giant, famous throughout the old world, is rolling up its sleeves to start a big U. K.-owned industrial development on the West Coast.

—Two firms of consulting engineers have set up in Ontario.

—Two British firms are engaged in housebuilding.

—Another firm is seeking to sell prefabricated steel frames for industrial, commercial and other buildings here, may offer them for houses too.

It is not the Seaway that is bringing the British, in any special sense. It did attract their attention to the fact that Canada is big business constructionwise. Some of the newcomers may well take a crack at some of the Seaway work.

But most are taking the long view, and are moving now because the Bank of England will give them the dollars.

**Sir Robert MacAlpine & Sons** from Glasgow and London are doing this. They have taken a small contract installing sewer and water services in Ajax near Toronto. They hope to build up to a solid, permanent business. So they have bought 14 acres west of Toronto for plant and yard. They also have a Montreal office.

They are one of Europe's biggest operators, have operated in far corners of the world.

Some firms are looking at the possibility of buying into established Canadian companies. **Sir Lindsay Parkinson & Co.** has purchased a substantial interest in Walter G. Hunt Ltd., established Montreal general contractor.

But Parkinson is also opening a Toronto office on its own account. The company is one of the titans overseas.

It was one of the bidders on two of Toronto Transportation

(Continued on page 3, col. 1)

## Inside News

***Revolution On Tip-Toes***
There's a second industrial revolution quietly tip-toeing through the world that counts its savings in billions of dollars. A fascinating account of Canada's important role in it all and the big job yet to be done in standardization (p. 17).

***Consistent Money-Maker***
How Canada's most consistent money-maker does it. At the Royal Canadian Mint the pressure is on to meet the growing requirements of a growing Canada (p. 7).

***Strange U. K. Doings***
Socialists in the U.K. are presenting a strange aspect today. Your Letter from London looks behind the scenes at their odd doings and reports on happenings elsewhere overseas (p. 32).

***Skilled Men Wanted***
Here's a serious labor problem that Canada is meeting more and more. The skills that are needed now and for the future and the shortage of men to learn them (p. 27).

***Defensive Stocks***
MacNab's manager has grouped stocks defensively against deflationary trends. This week he tells how, and how the portfolio is doing in Managed Investment (p. 5).

## TCA Ready For Air Cargo In December

MONTREAL (Staff)—While the battle for air cargo rights continues (see separate story from Ottawa), Trans-Canada Air Lines this week was getting ready to get the jump on its competitors.

Early in December, it will put three new Bristol Freighters into scheduled bulk air cargo service between Montreal, Toronto and Winnipeg.

Delivery of the first Bristol Freighter is expected later this month, and the other two are due in October. TCA was negotiating for the planes early in the year (The Post, Jan. 17) while the Air Transport Board was getting ready to hear the application of Canadian Pacific Airlines for a scheduled cargo service.

CPA has two DC-6A cargo planes—the largest long-range commercial air freighters in the world—ready to be launched in its service between Vancouver and Montreal, via Edmonton, The Pas, and Toronto, if the government grants its application.

The 53-ton mammoth air transports, have a payload of 15 tons (5,000 cu. ft.), and will cruise at

(Continued on page 3, col. 4)

## Shipmen, Airlines Waiting on Policy

### Air Cargo, Route Monopolies Two of the Key Issues Before Ottawa Now – Deepsea Operators Want Fewer Government Regulations

**By MICHAEL BARKWAY**

OTTAWA (Staff) — Transportation, always a vital factor in the Canadian economy, presents the Government with some of its most tricky problems. Besides the contentious pipeline question (see separate report), major policy decisions are pending about rail, sea and air. Consideration of all three was expected at this week's meeting of the Cabinet on Thursday.

The rail problem is the appeal of several provinces to the Federal Cabinet from the Board of Transport Commissioners' decision last spring which permitted a 7% boost in freight rates.

Here are separate reports on the shipping and air situations:—

### *On the Seas*

The plight of Canadian shipowners was expected to get Cabinet consideration this week if ministers have available in time the report of an official interdepartmental committee which has been examining the whole problem of shipping subsidies.

Canadian deepsea ship operators are now completely fenced in by government regulations:

—They cannot operate their obsolescent vessels at a profit under the Canadian flag at the present level of ocean freights.

—They are not allowed to transfer them to another national registry.

—They may not sell them unless they put the proceeds into an escrow fund which must be used to build new ships, in Canadian yards at uncompetitive prices.

This situation has been apparent for many months, and this spring the Canadian Maritime Commission made a report to the Government on it. Although its recommendations have never been published, they are believed to have included suggestions for government assistance in building a modern type of diesel vessel in Canadian yards, plus an operating subsidy for a limited number of ships to be kept on Canadian registry.

**Affect Government Policy**

The recommendations in some respects cut down across government policy on trade and currency, and they were referred, along with the whole shipping problem, to an interdepartmental committee.

Pending the completion of the committee's study, early in the summer, a proposal was made to help the shipowners out of their immediate plight. It was to take the seals off the escrow fund and allow shipowners to replace their old vessels by getting new ones from the cheaper yards abroad, notably the U. K. This obviously would have been unwelcome to Canadian shipbuilders. The Cabinet looked at it early in June, and decided to postpone the whole shipping problem till after the election. It now becomes active again.

Decisions are unlikely to be announced immediately. Plans have been made for a meeting between Government and shipowners, though no date has yet been fixed. But the Government's proposals are likely to be discussed with the industry before anything is said about them publicly.

### *In the Air*

The civil aviation problem, like shipping, has been waiting for solution since the spring. It has been brought to a head by Canadian Pacific Airlines' application to operate an air cargo service between Montreal-Toronto and the West. But the policy question goes beyond CPA's application.

At issue is not only the monopoly of Trans-Canada Air Lines on the transcontinental routes but also the monopoly of private carriers on secondary routes. CPA's challenge to TCA is precisely paralleled by a challenge to CPA's monopoly of the Edmonton-Yellowknife route. CPA wants to carry freight only on the transcontinental route, which is now a TCA monopoly. Associated Airways of Edmonton wants to start a freight-only service on the Edmonton-Yellowknife route which is now a monopoly of CPA.

The CPA application for a transcontinental freight service, therefore, involves general government policy on the question of competition versus monopoly. It affects private operators just as much as it affects TCA.

This is why the CPA application has been waiting since early in the year for a Cabinet ruling. The Air Transport Board, which heard the CPA case early in the year, is bound by general government policy. Its report on the CPA case was submitted to the Government soon after the hearings. Under the policy of maintaining monopoly for TCA and protected routes for private air-carriers (The Post, Sept. 12), the CPA application would have had to be turned down. The Air Transport Board's report on the CPA case put it up to the Government to decide how far, in these present times, the monopoly rule should be relaxed.

**Question of Policy**

The first question before the Cabinet therefore is not the CPA application. It is the general policy on the opening of air routes to competition.

The second question is whether the policy adopted on competition goes so far as to admit competition for freight with TCA's principal transcontinental routes.

The policy decision will affect at least half a dozen private applications for scheduled air services which are now pending before the Air Transport Board. Here are some of the chief of them:

1. **Associated Airways of Edmonton** has applied for a scheduled air cargo service from Edmonton to Yellowknife. The route is now "protected" for CPA's passenger-cargo-mail service.

2. **Quebecair** has applied for a scheduled passenger route between Mont Joli, Quebec City and Montreal. It would be in direct competition with CPA's service Baie Comeau-Quebec City-Montreal.

3. **Maritime Central Airways** has applied for an extension of its once-a-week Class II scheduled service between Moncton and Goose Bay. It wants to extend the service to Gander and Torbay Airport (St. John's) Newfoundland. This would be, to some extent, in competition with TCA's

(Continued on page 3, col. 3)

## Union 'Pressure Move' Now When Lake Shipping Slack

Threatened strike action against one of four companies involved in the lake shipping dispute was being viewed with some suspicion in shipping circles at mid-week.

Some observers felt the threat was a pressure move, an effort to get action from shipping operators before the union—with an affirmative strike vote on its hands—was forced to call a strike against all companies.

And the timing was anything but strategic. For the first time in 15 years, Canadian inland ships are being tied up in mid-September to spend the remainder of the three-months navigation season inactive at docksides. Much of the balance of the fleet is now operating on a day-to-day basis, with large tonnages of ore already carried this year and overseas outlets choked with grain.

The Canadian Seamen's Union said earlier this week it would call a strike Monday noon against Colonial Steamships Ltd. The union said the vote of Colonial employees favored a strike but did not disclose results of balloting among employees of other lines involved in the dispute—Canada Steamship Lines Ltd., Upper Lakes & St. Lawrence Transportation Co., and N. M. Paterson & Sons Ltd.

**Government Mediator**

Within 24 hours after the union set the strike deadline, the Federal Government announced appointment of Arthur MacNamara as mediator in the dispute. MacNamara is former Federal Deputy Minister of Labor.

It looked as though the union anticipated this move, announced its strike deadline, and then prepared to use the appointment as an excuse for postponing the strike.

At mid-week, no time had been set for talks with MacNamara. But with the possibility that they would not get under way until late this week or early next, it was thought unlikely the union would strike Monday when talks would either be in progress or would not have started.

Reason that strike action is threatened against Colonial only, some spokesmen believe, is that the union figures on making a test case. This, it feels, would be more likely to bring results than if all four companies were tackled at once.

The dispute is over wages with the union demanding a $50 monthly increase; an additional request for a 40-hour week is actually a second wage demand in that it would entail overtime pay for work the men do now in regular hours.

The conciliation board recommended the 40-hour week be brought in during the next year.

Union answer to company claims that they cannot afford union pay demands—company men term them a 77% increase in pay—is that the companies should go after higher rates for grain handling.

**Lake Freighters Slack**

That lake carrier business was having an unusual year was clearly evident at mid-week. By late Tuesday night, 12 ships had been tied up, The Post learned at Montreal, their crews paid off, and their boilers allowed to cool. Both large lake freighters and smaller canal-type ships of N. M. Paterson & Sons Ltd., Upper Lakes & St. Lawrence Transportation Co. and some of the smaller operations were involved.

## *Two Views on Gas*

### 'Make It Pay' Says Alberta

Alberta's stand with regard to the export of natural gas out of the province has not been changed in three years, Premier E. C. Manning told The Financial Post this week.

Here, briefly, is Alberta's position as the natural gas race nears the finishing wire:

—The Alberta Petroleum and Natural Gas Conservation Board may reach its decision in six weeks, but not before. The Board will continue to hear the briefs of applicants — Trans-Canada, Western and Mid-Continent pipelines—but will not grant adjournments.

—The Alberta Government will not approve any line until the Conservation Board report is received.

—Alberta has a surplus of gas —the Board must set an estimate of the amount.

—Alberta favors the export of gas to Eastern Canada "if it is economically feasible." Included in that phrase is the fact that western producers must get a wellhead price which will encourage further development and exploration, and that the whole proposition must be sufficiently attractive to investors to ensure financing (up to $300 millions).

—Any "deals"—such as the use in Ontario now of Ontario natural gas, the fields to be replenished by western gas when the pipeline is finished—would be considered in their relation to the over-all project.

### 'No Export' Says Ottawa

OTTAWA (Staff)—The federal ban on further exports of Canadian gas to the United States still stands. The federal policy favoring an all-Canadian line is unchanged. The Federal Government will stick to this position. If the case arises, it will ensure that its national policy for gas is not frustrated by any import plan which spoils the Eastern Canadian market for Western Canadian gas.

This is the burden of the message which George Prudham, Federal Minister of Mines and Technical Surveys, presented at Niagara Falls this week to Premier Ernest Manning of Alberta and Premier Leslie Frost of Ontario.

The positive re-affirmation of the policy of no-further-export is something which federal ministers have no hesitation in giving to all comers. The rest is partly deduction from this, because the Federal Government has not yet taken up a definite stand about **how** the Toronto market is to be protected for a future all-Canadian line. But it is the "how" rather than the "if" that is in question.

Federal authorities are quick to agree that without Toronto the Eastern Canadian market is not adequate to ensure the financing of an all-Canadian line. In the same breath they repeat that we must have an all-Canadian line.

**Emphasis on Policy**

Before he left for Geneva this week, Trade Minister Howe, who originally stated the Federal Government's policy on further gas exports, recalled to The Post how many times he had repeated it. He authorized The Post to state that the policy still stands.

(Continued on page 3, col. 3)

## Salt Codfish Price Brings Three-Way Fight In Nfld.

**From Our Own Correspondent**

ST. JOHN'S. — A three-way battle brewed this week in Newfoundland's salt codfish industry. Opposed were fishermen, exporters and the provincial and federal governments.

It all began when fishermen requested salt fish price support from Ottawa, as merchants and exporters were slow buying fish because of uncertain market conditions. Merchants who were buying were paying an average of $3 per quintal (112 pounds) less than last year's prices.

Fishermen said this was not enough to meet their costs, and that they must have a price at least equal to last year or be forced on government relief. So came the request for price support.

On studying the matter Ottawa, through Fisheries Minister James Sinclair, felt that price support was unnecessary because of current market conditions, which, in his opinion, were bright.

He pointed out that Italy had $3 millions allocated to buy Newfoundland fish, other markets also wanted to buy. In addition, Newfoundland had no carryover from last year's production, and world salt fish production this year was 20% below last year's production.

He suggested that instead of price support the fishermen and

(Continued on page 3, col. 4)

## *Simpsons-Sears 65th "Outlet," New Edge On An Old Wedge?*

Simpsons - Sears this week opened its sixty-fifth furniture and appliance store. The place: Stratford, in industrial Ontario. Significance: the first of these special stores to move into a highly competitive retailing area.

And it won't be the last. Said Simpsons-Sears: "It's now planned to open more such stores in medium-sized cities across Canada."

Simpsons started the stores back in the early 1930's as outlets for heavy goods sold by Simpsons mail order department. At first they were only agencies, but the company gradually built them into a chain.

Until now they've been scattered mostly through Northern Ontario, the Maritimes and British Columbia. But there's a big expansion program afoot, directed by J. D. Irving, general manager of the furniture and appliance stores.

The latest store, on Stratford's Ontario Street, is a modern three-floor establishment managed by Roy Edgar, formerly with Simpsons in Halifax.

Is it the new edge of an old wedge? Retailers were wondering. The Stratford store will carry hardware and auto fittings, in addition to furniture and Sears-name home appliances — Kenmore, Coldspot and J. C. Higgins.

**Sarnia Move**

It looked as though Simpsons-Sears was making a still bigger bid in the play for Canadian retail leadership this week, as the Stratford opening followed on the heels of another announcement:

E. G. Burton, Simpsons-Sears president, reported that the firm had bought the land for a new full size department store in the booming chemical centre of Sarnia, Ont.

It will be another of the compact U.S.-pattern stores that Simpsons-Sears will open next year in four other Canadian cities —Vancouver, Nanaimo, Hamilton and Peterborough.

Said Mr. Burton: "We believe Sarnia will continue its outstanding pattern of growth." To match it: a 10-acre site, a 60,000 sq. ft. store, and parking space for 900 cars.

## *The Maritimes Looks Ahead*

### Four-Province Council Studied To Boost Trade

**By CYRIL BASSETT**

MONCTON (Staff) — Here in the Maritimes where Confederation was born, business and government leaders were this week talking a new kind of confederation.

The plan: A Maritimes version of the U. S. New England Council, tentatively talked of here as the Atlantic Provinces Council, which would take in business, industry and government in New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland.

The idea came to life at a meeting in this hub city of the Maritimes called by the Maritimes Provinces Board of Trade (8,000 members in 114 communities in the four provinces) to place proposals for inter-governmental co-operation before the four premiers.

The idea was taken up by Nova Scotia's Angus L. Macdonald, an ardent admirer of New England Council industrial promotion successes and urged as something the business community in each province should press for.

New Brunswick's Premier Hugh John Flemming and PEI's A. W. Matheson gave the plan support and Newfoundland's Hon. P. J. Lewis, representing Premier Smallwood (who couldn't attend the meeting because he was talking fisheries with Federal Fisheries Minister James Sinclair) said he felt sure his government would come in on such a plan.

**Comes Up Next Month**

No one here pretends this body will be fully functioning this year or even next. But at least it has now got to the government discussion level and it will again be taken up at the Maritimes Provinces Board of Trade annual meeting next month. Then, the board will be asked to make an official request to the four governments to nominate three representatives each to a preliminary council to be set up to survey the economy, resources and industrial potential of the region.

And this week's meeting — precedent-making in itself in that none of the premiers had ever before got together with any of the others since Confederation to discuss mutual problems — is now to become annual event. They agreed on this unanimously after being so requested by the board executive.

To old-time Maritimers—among whom inter-provincial jealousies and rivalries die hard — this represents achievement indeed.

In the meantime, the four provincial governments are getting

(Continued on page 3, col. 5)

## *Stock Market Highlights*

### Industrials

**Canadian Bank of Commerce** hit all-time high of $32½ as market decline sent traders into defensive issues. This is $4 above 1953 low.

**Industrial Acceptance** at $28¾, **Traders Finance "A"** at $26½, both new 1953 lows. Some pessimism evident as consumer credit totals continue to mount.

**Massey-Harris** fell back to $8, with waiting period for shareholder approval of Ferguson merger to continue until Sept. 21. Range this year, $10½-$7⅝.

**Hiram Walk[illegible]-Gooderham & Worts** up ½, to close at $48, on Tuesday's ann[illegible]ement of 75c extra dividend (not paid in 1952). Range this ye[illegible]50-$43.

### Mines

**Prospectors Airways** proved strong spot in weak mining market advancing 30c to $3.80 Tuesday. Reason: Option taken on new lead-zinc-copper discovery in Yukon and adjoining claims staked to give protection.

**New Larder U** breaks 70c to as low as $1.50 despite good assay returns reported for No. 48 drill hole.

**Gunnar Gold**, uranium market leader, special market weak spot. No word yet on reported financial deal with Climax Molybdenum.

**Torbrit Silver** jump of six cents a share to 90c Tuesday prompts hope long-standing strike may be nearing settlement.

EATON'S

A NEW LIGHT-WEIGHT BROGUE

These fine shoes have earned a brilliant reputation for carefree comfort and superb quality. Skilled craftsmanship distinguishes every pair! Shown above is the new custom-grade brogue in black or brown calf leather with single leather soles and heels with ¼ rubber tips. See this and many other styles now at EATON'S.

EATON'S OF CANADA

# The Municipal Problem: Money

## Survey Takes a Look at Tax System of Cities, Towns

*Highlighting the International Municipal Congress, in Montreal, Sept. 20-24, will be presentation of a report: "Municipal & Intergovernmental Finance, 1930-1951." A survey of the financial problems of Canadian municipal governments, carried out by the Canadian Federation of Mayors & Municipalities, the report discusses "the inadequacy of the present Canadian municipal taxation system." Here is a digest:*

Municipal governments are increasingly less able to finance from their own revenue resources the local services and responsibilities falling within their constitutional authority.

The first severe strain on the municipal finance structure emerged during the pre-war depression years, when municipal governments were caught between shrinking revenues from property taxes and mounting costs of welfare and unemployment relief. Most municipalities were forced to forego much-needed local improvements and to pursue a policy of severe financial retrenchment.

By 1939, municipal governments had accumulated a considerable backlog of deferred maintenance requirements as well as a substantial accumulation of postponed local improvements. War further aggravated this situation.

The unparalleled postwar expansion of the Canadian economy with its corresponding rapid growth of urban communities added a substantial new volume of taxable property to local assessment rolls. The resulting increased municipal revenue has been largely offset by inflationary prices and wages. Compared with the pre-1939 tax dollar, the 1953 tax dollar buys less than 50% of comparable goods and services.

Unlike the flexible, varied and multiple sources of revenue available to the federal and provincial governments, the revenue sources available to the municipal government are both rigid and limited. Canadian municipal governments have been operating in a straight-jacket, where there is neither room to meet the backlog of accumulated need for local public works nor to meet the current needs, which accelerated urban growth is forcing upon them.

Municipal governments will inevitably have to contend with the local problems inherent in the continuing and foreseeable short-term population growth and economic development of Canada, the impact of which will be centred in cities and towns. This expansion will require construction of new streets and sewers, extended bus, telephone, gas and electric systems, as well as more schools, churches, stores and recreational facilities.

To bring into closer focus many of the serious problems facing Canada's 4,137 municipal governments, the following points are noted:

**Municipal Government Services:** In addition to the traditional services rendered and/or financed by municipal governments, many new services are today being demanded from municipalities. These include health and welfare, recreation, culture facilities, and civil defense. The scope of municipal services is therefore no longer determined entirely by the local community, nor are the resulting benefits confined exclusively to the local population.

**Sources of Municipal Revenue:** Government grants are becoming an increasingly important factor in the municipal revenue picture, now constituting the second largest source of all municipal revenue, although the proportion varies widely from province to province. The variations in practice and policy prevailing among the different provinces results in an uneven spread of the incidence and burden of municipal taxation in different municipalities and different provinces.

**Municipal Assessments & Exemptions:** There is need for a more uniform system of assessment, particularly in municipalities where provincial financial grants are based on the assessed value of local taxable property. The growth of Crown-owned property in urban centres has greatly contributed to the aggregate increase of local tax exempt property.

**Distribution of Revenues:** The division of total government revenues has been going through important changes of emphasis. In 1930, the Federal Government collected 40.5% of the total, the province 20.2%, and the municipality 39.3%. By 1951, the proportions had changed to the following: federal 70.9, provincial 17.2%, municipal, 11.9%.

**Municipal Deficits:** Total Canadian municipal expenditures amounted to only $2.9 million more than total revenues in 1930. By 1951, the comparable figure was $116.3 millions — despite the fact that in that year both Federal and aggregate Provincial Governments showed a surplus.

**Municipal Budgets:** Municipal government expenditures have not experienced the same growth of increase, either in absolute terms or in relative magnitude, during the past 20 years, as those of the Provincial and Federal Governments. Total federal expenditures in 1930 amounted to $396 millions, with provincial and municipal figures at $199 millions and $313 millions respectively. In 1951, the comparable amounts were $3,546 millions for federal, $1,013 millions for provincial and $762 millions for municipal.

**Grants & Subsidies:** While in 1930 federal grants and subsidies approximately equaled net municipal revenue from provincial grants and subsidies, by 1951, the provinces were getting $255.1 million from Ottawa — $71.3 millions more than they paid out to municipalities that year.

**Burden of Municipal Services:** The main tax source of municipalities, the real property tax, does not respond to economic influences as quickly or in the same relative magnitude as do other forms of taxes which are granted to business productivity or income. Since 1930, provincial revenues per capita have increased about 324%, the corresponding figures for municipalities is a little more than 50%. The municipal taxation problem is further aggravated by the method of municipal financing and the basis of rating for taxation purposes as compared with other governments.

**Impact of Inflation:** The purchasing power of the government dollar has declined from approximately 93c in 1930 to 54c in 1951. While federal and provincial revenues during the period increased proportionately more than the increase in their expenditures, municipal expenditures have increased proportionately more than municipal revenues.

Municipalities have to face the problem of increased prices and costs, as well as the ever-growing need for extension of services with much less sensitive and less flexible revenue sources. They are therefore becoming more and more dependent on grants and subsidies from other governments.

This Fall and Winter enjoy the soft luxury of a fine cashmere or camel hair topcoat. Woven by world-famed mills such as Crombie of Scotland and Strachan of England. Tailored expressly for Simpson's to please discriminating men. Each 79.50 to $110.

Simpson's

The Store for Men — Second Floor

Dept. 260

# Looming Split In CCL Rank Could Be A Break For Reds

A rank-and-file rebellion against leadership of the Canadian Congress of Labor at its annual meeting in Montreal this week — brought on by bitter union rivalry over two Edmonton chemical plants — may result in withdrawal of one section of the United Mine Workers of America from the CCL, the chemical workers section.

And while two CCL unions scrapped on the convention floor, representatives of the rival, Communist-led union, looked on from the gallery.

The split came when the 600 delegates were asked to ratify an executive decision giving jurisdiction in the plants operated by Canadian Industries Ltd. and Canadian Chemical Co. — to the Mine Workers union. After hearing arguments from heads of both unions, and a warning from CCL President A. R. Mosher that a vote for the Oil Workers would upset the jurisdictional machinery of the Congress, delegates gave the nod to the Oil Workers.

The split followed hours after Mosher, in his opening address, urged members to work together toward unification of all Canadian labor.

The upset came on the first day of the week-long convention that had been billed as quiet and was reminiscent of a similar development at the end of last year's session. Then, delegates re-elected Donald MacDonald as secretary-treasurer when it was generally expected he would be defeated by William Mahoney.

Sitting on the sidelines — and with a representative in the gallery at the CCL sessions this week — is the Communist-led Mine Mill union which is known to have a definite interest in the Edmonton plants. A withdrawal of the United Mine Workers of America from the CCL could mean a fight between it and the Oil Workers and would strengthen the hand of Mine Mill.

In his bid for the right to organize the chemical plant workers, Silby Barrett, head of the United Mine Workers, argued that his union should be approved because it had jurisdiction over other chemical workers given to it in 1949. Parent body of the Canadian union in the U. S., headed by John L. Lewis, broke away from the CIO over an executive dispute.

Alex McAuslane, head of the Oil Workers, countered Barrett with the argument that since basic ingredients used in the plant were oil and gas, his union should get the nod.

### The Ontario Strike

In a weekend executive meeting prior to the convention, the CCL leaders decided to make themselves a national strike committee to handle the strike of some 2,500 miners in Northern Ontario that has been going on for nine weeks. The membership approved the executive action Tuesday after several speakers said the struggle had gone beyond a straight economic fight and was now a struggle for the survival and future of the whole Canadian labor movement.

In his address, Mosher said the problem was one of basic recognition of a union and its rights to bargain collectively.

Touching on unity, Mosher indicated that while the CCL should work towards union with other labor groups, there was no prospect of the development coming soon. To some observers, Mosher apeared to be backing away from the subject now that the rival Trades and Labor Council has instructed its executive to work toward final unity.

It appeared as though the CCL president didn't want to be in the position of pushing plans too far until the TLC had come forward more than it has.

While saying the two groups "are coming steadily closer to cooperation and ultimate unity," he cautioned delegates against giving the impression of favoring unity "at any price."

## Announcing

**Air Industries & Transport Assn. of Canada (Ottawa)**—Wm. E. Corfield, information officer.

**Bank of Montreal (Montreal)** — J. A. Richards, special representative in Calgary, succeeding Gordon V. Adams, who goes to New York agency as third agent.

**Canadian Association of Equipment Distributors (Ottawa)**—Arthur MacNamara, managing secretary.

**Canadian Broadcasting Corp. (Toronto)**—H. G. Walker, director of network co-ordination.

**Canadian Federation of Insurance Agents**—E. C. Ryan, Jr., Winnipeg, hon. president; A. J. Mylrea, Toronto, president; T. L. Jones, Toronto, assistant to the president; C. J. Dupuis, Montreal, vice-president; J. C. D'Auteuil, Montreal, executive vice-president. Directors: F. J. McClelland, Calgary; Howard Martin, Vancouver; Sylvan Leipsic, Winnipeg; A. D. Campbell, Saint John; C. D. Fraser, New Glasgow, N.S.; Carl L. Young (Ontario); and H. E. A. Saunderson (Quebec).

**Canadian Stock Exchange (Montreal)** — E. H. McAteer, of Graham & Co., management board member.

**Chantecler Hotel Ltd. and Chantecler Hills Estate Inc.**—Emile Marin, general manager; H. F. Gibson, resident manager of the hotel.

**Chrysler Corp. of Canada (Windsor)**—Frank J. Hogan, director.

**Curtis Lighting of Canada Ltd. (Leaside, Ont.)**—Howard L. Wright, president.

**Davis & Lawrence Co. (Canada) Ltd. (Montreal)**—Chester A. R. Duffin, vice-president and general manager; W. Ernest Beattie, secretary-treasurer.

**Dominion Containers Ltd. (Montreal)**—Roy Faser Elliott, director.

**Dominion Textile Co. (Montreal)** — J. G. Brigg, general purchasing agent.

**Dyson's (Ontario) Ltd. (Brighton, Ont.)**—D. H. Dyson, vice-president.

**Minneapolis-Honeywell Regulator Co. (Leaside, Ont.)** — J. D. Grant, sales manager, heating controls division.

**Shell Oil Co. of Canada (Toronto)**—Dr. D. M. Morrison, vice-president manufacturing; R. P. Ritchie, vice-president transportation and supplies.

**Slingsby Manufacturing Co. (Brantford, Ont.)**—C. Gordon Cockshutt, chairman of the board; M. B. Bowman, president; Geo. B. Kimpton, general manager.

**Winnipeg Grain Exchange**—Charles Kroft, president and gen. mgr., McCabe Grain Co., chairman of the board; F. W. Parrish, director and sec.-treas., Parrish & Heimbecker Ltd., and A. S. Leach, vice-pres., Searle Grain Co., vice-chairmen; Stanley N. Jones, president; James T. Irving, secretary.

FOR SALE
7 Claims
Gowganda Area (Ontario)

Claims #MR14768-9 & MR15071-2-3-4-5, Corkhill Township, Montreal River Mining Division.
Refer to Annual Report, Dept. of Mines, Vol. 35, Part 3, 1926, Page 58-60. (Former Kell Property).
All assessment work completed. Shaft 104'. Drift 225' on 54' level, 50' on 100' level.
Assays: Silver up to 5000 oz. per ton. Cobalt 15%.
Engineer's report available on request.
More interested in development of property than cash sale.

A. C. Halwig
144 Charles St.
Kitchener, Ont.

Greenshields & Co Inc
Investment Dealers
507 Place d'Armes
Montreal
OTTAWA QUEBEC SHERBROOKE TORONTO

Greenshields & Co
Members:
Montreal Stock Exchange
The Toronto Stock Exchange • Canadian Stock Exchange
507 Place d'Armes
Montreal
OTTAWA QUEBEC SHERBROOKE TORONTO

GOOD UNIFORMS ARE GOOD BUSINESS

First impressions are lasting . . . in any business. Uniforms make the difference, make *your* representative stand out in any company. Buy the best, buy Sainlce "Rhino-Tex"—an exclusive, registered fabric—at no extra cost.

SATISFACTION GUARANTEED

UNION MADE
RHINO-TEX
UNIFORMS AND SHIRTS BY
SAINTHILL-LEVINE & CO. LIMITED
100 CLAREMONT STREET, TORONTO
AGENTS FROM COAST TO COAST OR WRITE TO US DIRECT

In every quarter of Canada

BANK OF MONTREAL

on the move in Canada

Perkins diesels

in industry
L-4
4 cylinder diesel engine. Develops 60 H.P. at 2,000 R.P.M. Lowest priced diesel on the market. Specifically designed for industrial use.

in trucks
R-6
A practical, high-powered, high-speed, diesel for use on light trucks. Develops 108 H.P. at 2,700 rpm.

in lumber camps
P-6
A versatile engine for operating logging winches, yarders and portable saw-mills. Develops 32/85 H.P. at 1,000/2,400 rpm.

in the field
P-3
3 cylinder lightweight engine developing 18/32 H.P. at 1000/2000 rpm. Ideally suited for portable generating sets.

From coast to coast in all branches of industry, owners of light-weight, high-speed Perkins Diesels are benefiting from their reliability, efficiency and economy. Write for complete information on any of these engines.

SALES AND SERVICE FACILITIES ACROSS CANADA
USE ONLY GENUINE PERKINS SPARE PARTS
F. PERKINS (CANADA) LTD.
237-239 McRae Drive
Toronto 17.

Perkins

# In Construction Know-How, U.K. Adds Another Export

(Continued from page 1)

Commission subway contracts (won by the Pitts, Johnson-Drake & Perini syndicate and the Rayner Construction Ltd.) It bid jointly with Higgs & Hill Ltd., also of Britain. Their bid was high, however.

**John Laing & Son Ltd.**, famous British construction firm founded in 1848, will go active in British Columbia this month. Two executives will arrive to launch pre-construction work at the Annacis Island industrial development planned near New Westminster by the Duke of Westminster's estates.

**George Wimpey Ltd.**, giant contractors in Britain, have combed Canada from coast to coast, have not yet announced if they will set up business here. They have many heavy construction projects to their credit—roads, sewers, docks, refineries. (They have been putting up a refinery at Aden).

**Taylor-Woodrow Ltd.**, general contractors, are surveying Canada right now as a possible source of business. They are interested in the Arcon Group for prefabricated buildings, but may open an office for ordinary building operations, on their own.

**The Arcon Group** (The Financial Post, Aug. 22) is an enterprise which exports prefabricated steel frames for buildings, and sometimes exterior cladding. Executives of the company are now touring Canada to see what types of building are in demand. They are particularly interested in industrial, commercial and public service buildings, but may offer frames for houses too. Their frames are of tubular steel, work on a patented principle. Among participants in the group is Imperial Chemical Industries.

One speculative housebuilder from Britain is rolling on production on this side.

**Trusteel Corp. (Canada) Ltd.**, located at Toronto, is putting up houses in Don Mills Development north of the city, expects to have started 97 of them by the end of this year. It will likely complete some 65. These houses are brick, in the $13,500 class. They use a patented steel frame manufactured in England.

Trusteel will also start 45 houses this fall on a choice site in Toronto Township, bounded by Toronto Golf Club and the Rome-Saracini housing development. These houses will be in the $16,000 class. All Trusteel houses are NHA approved and financed with Canadian lending institution money.

Trusteel has acquired land for 336 houses in the Oakville, Ont., district but is held up for lack of sewers. It hopes to start construction next year.

**Watford Realty Co.** of Toronto, a subsidiary of a British firm, plans to build some 200 houses in the $10,000-$10,500 class at Agincourt and Montreal. It would operate as a speculative builder at Agincourt, a suburb of Toronto, where about half the houses would be built. But at Montreal it would be erecting the houses for a Canadian interest which would bear the speculative risk. It is looking for Canadian mortgage money to augment British mortgage funds.

**The Riley-Newsum Housing Division** of H. Newsum Sons & Co. of Lincoln, England, recently got a contract for some 500 houses for Pepperell, U. S. Army Air Force base in Newfoundland. (The Financial Post, July 25). The houses are prefabricated, manufactured in England.

A 185-unit low-rental project at St. John's was under negotiation, as a federal-provincial project under Section 35 of the National Housing Act.

**Group One Ltd.**, a joint effort by British construction firms and suppliers, aimed till now mainly at the underdeveloped countries, has been thinking about bidding on the Seaway.

Among the participants in Group One are: Westminster Dredging Co., dredging contractors; Blaw-Knox Ltd., U. S.-owned manufacturers of heavy construction equipment in the U. K.; Adie, Button and Partners, architects and surveyors; Holland, Hannen & Cubitts Ltd., contractors; Le-Grand, Sutcliff & Gell Ltd., water supply and site investigation; Enfield Cables Ltd., electric cables, pylons, substations; G. H. Buckle & Partners, consulting mechanical and electrical engineers; Thomas Summersum & Sons Ltd., railway construction; Air Survey Co. Ltd., geological surveys from the air.

**Ridgway Marples Ltd.** of London have had an office at Montreal for some time. They have been doing contracting work in Jamaica for the Aluminum Co. of Canada, whose head office is at Montreal. There's no report on their plans, if any, for the Canadian construction scene.

**John Brown Co.**, of Sheffield, steel fabricators and suppliers of industrial plants, and **Richard Costain Ltd.**, dock, road, oilfield, housing contractors, have been exploring Canadian possibilities. They would enter the field jointly, it is understood.

### Among the Architects

Quebec is barred to British consulting engineers or architects. There, one must not only be a British subject but a Canadian citizen, to practice either profession. Almost all British engineers or architects can qualify without much difficulty in Ontario, however.

**Sir Alexander Gibb & Partners**, distinguished British consulting engineers, have an office at Toronto. They are seeking work in a wide range of heavy construction in which they have experience.

**Sandford, Fawcett & Partners** of London, England, with many big water supply, irrigation, sewerage, sewage treatment, drainage and refuse disposal projects overseas to their credit, are now in Eastern Canada. They have teamed up with Main, Rensaa and Minsos, engineers and architects of Edmonton, to form a new company, Canadian-British Engineering Consultants. Their office at Toronto is now seeking work in the water, sewage and refuse fields.

## Look For It Here

September 19, 1953

REGULAR FEATURES


| | | | |
|---|---|---|---|
| Banking | 13 | Mining | 29, 30, 31 |
| Bus. Trends | 15 | One View of The Market | 23 |
| Editorials | 6 | Others Say | 6 |
| Grain | 28 | Quotations | 24 |
| Growth Stocks | 22 | Sandwell Here | 9 |
| Insurance | 19 | What's New | 16 |
| Investments | 4, 5 | You Asked Us | 23 |
| Letter from London | 32 | Question | 11 |
| Mkt. Comment | 25 | | |


INDUSTRIALS


| | | | |
|---|---|---|---|
| Arcan Corp. | 7 | Gilbert Surgical Supply Co. | 21 |
| Alcoa | 5 | Imp. Oil | 8 |
| Alum. Ltd. | 5 | Mercury Mills | 13 |
| Alta. Distillers | 30 | Morris-Knudsen | 15 |
| Bourget Const. | 18 | S. D. Miller Sons | 15 |
| CPA | 32 | O'Keefe's Br. | 5 |
| Charterhouse Can. Ltd. | 16 | Ranger Brewing | 5 |
| CPA | 13 | Rock Is. Overall | 12 |
| Craig Bit Co. | 18 | Singer Sewing | 15 |
| Can. Mint | 7 | Steinberg's | 15 |
| Can. Bread | 13 | Tapatco | 12 |
| Dom. Bank | 15 | TCA | 13 |
| Dow Brewery | 5 | Thrift Stores | 22 |
| H. K. Ferguson | 15 | Walker-G & W | 5 |
| H. Ferguson | 8 | Waterous Ltd. | 5 |


MINES & OILS


| | | | |
|---|---|---|---|
| Gen. Dynamics | 15 | F. W. Woolworth | 15 |
| Amax Athabasca | 14 | Macassa Mines | 29 |
| Am. Yellowknife | 31 | Nesbitt-Thom. | 30 |
| Arnora Sulph. | 23 | Placer Develop. | 16 |
| Bruns. M & S | 29 | Preston E. Dome | 29 |
| Chrom. M & S | 30 | Pronto Uranium | 31 |
| Calumet Mines | 30 | Rix Athabasca | 29 |
| Clix Athabasca | 14 | St. Jos. Lead | 29 |
| Cons. Cordasun | 29 | Seymour Min. | 30 |
| Cons. M & S | 31 | Snare R. Mines | 29 |
| Delta Develop. | 12 | Starlight Mines | 30 |
| | | Strategic Metals | 29 |


# Three-Way Cod Price Fight

(Continued from page 1)

merchants come to an agreement whereby the merchant would pay the fishermen 80% of what they estimated the market would be worth, and they pay the remainder later in the year when they knew the final price.

The fishermen, lacking the world trade information, were not too interested in this. They were going by local trade conditions, and so far as they were concerned fish merchants just were not buying.

Caught in the middle of the uproar as usual in matters of this kind were the Newfoundland fish exporters and their marketing organization, Newfoundland Associated Fish Exporters Ltd. NAFEL agreed that world markets were brightening but pointed out that Newfoundland was having difficulty in meeting the quality desired by Italy, Portugal and other markets.

# Ottawa Firm On Policy No Natural Gas Export

(Continued from page 1)

"You cannot repeat it too often," he said.

But Mr. Howe did not wish to make any statement about gas imports for Toronto. "Our policy on export has been stated," he said, "but apart from newspaper reports the question of imports has never been brought before us."

From other sources, however, it is possible to fit together the position which Mines Minister Prudham will take in this week's talks with Alberta and Ontario authorities.

The discussions will not be about whether U. S. gas should supply Toronto, but about how U. S. imports shall be prevented from interfering with the all-Canadian line. This leaves open the question of whether Toronto should use U. S. gas up until the time when the all-Canadian line is built. It leaves open the question of how they shall be stopped after the all-Canadian line is built. But it leaves no doubt that Toronto, along with the rest of Ontario and Eastern Quebec, will be supplied from Western Canada as soon as the all-Canadian line can be built.

This week Mr. Prudham will be able to ensure that the Alberta Government knows it cannot export gas to the United States. Ottawa also hopes to discover whether the Alberta Government will permit the export of enough gas to supply an all-Canadian line. Once this is known to Ottawa—as it was not known at the beginning of the week—the question of imports for "Toronto-only" will be clearer.

The reticence of the Government about the Toronto project obviously arose in part from insufficient information about what is proposed both in Alberta and in Ontario. The main purpose of this week's conversations was to clarify all this. But two other reasons could be seen for Ottawa's refusal to plunge into drastic action:

1. It was considered unnecessary. Ministers quickly rejected the idea of invoking the Export and Import Permits Act which was one of the courses proposed to them (The Post, Sept. 12). They believed they had time to work out this problem by less drastic means. One reason reducing the sense of urgency was the realization that Consumers' Gas Co. would have to come to Ottawa before it could build its line, even if it was only to conform with the provisions of the Navigable Waters Protection Act. This Act, which has been on the Statute Book in one form or another since the 1880's at least, requires approval of the Governor-in-Council for any bridge, tunnel or pipe which is to cross navigable waters. Application must be made for such approval to the Minister of Public Works. While the purpose of the Act is clearly to ensure that no structures are built which interfere with navigation, it still gives the Federal Government an official notice of the proposed import and offers an opportunity to hold it up.

2. It was considered undiplomatic. A good deal of concern was felt in ministerial circles about relations with the United States in this matter of gas imports. Such drastic action as the invocation of import permits was felt to be unnecessarily severe in view of the general principles of trade policy which Canada is always urging on Washington. Consideration was being given this week to the drafting of an explanation of Canadian policy on gas which might be presented to the United States Administration.

Earlier, it had been suggested that eastern imports might be tied in with western exports. But by this week the federal authorities had decided that the chances of getting Westcoast Transmission's line into Washington State did not have to be weighed against the permission for U. S. gas to come into Ontario. Both cases, it was decided, would have to be settled on their own merits.

This leaves the Federal Government, as far as observers could gather, in the position of being committed to preventing Consumers' Gas from interfering with the all-Canadian pipeline, but being still quite free in the specific steps they decide to take. It seemed apparent that the first hope would be to arrange a deal with the provincial governments, and later with the companies concerned, which would fulfil federal policy. Until the attempt to achieve a friendly deal had been made, the Federal Government did not wish to talk about the big stick which it could wield.

But Ottawa obviously had a big stick; and in the last resort it might have to use it. However eager Consumers' Gas might be to start on its Buffalo-Toronto pipeline—and there had been no sign here of undue haste on the company's part—Ottawa had the power, at least, to delay the start of the work.

Parliament will be meeting in mid-November, and if nothing has been arranged before then legislation can be passed to bring all imports of gas, along with other pipeline matters, under a federal tribunal. The government appeared this week to hope that legislation would not be necessary to harmonize Consumers' Gas Company's position with the policy of both the Ontario and the Federal Governments'. But the Federal Government felt it was going into the talks about pipelines in a position of strength, not of weakness.

# Time For Ship, Air Policies

(Continued from page 1)

service from the Maritimes to Gander and Torbay.

4. **Canadian Pacific Airlines** has had application in for some time for a service for summer tourists to Jasper. It would be an Edmonton-Vancouver service, calling at Jasper. It would offer the same sort of competition to TCA's Edmonton-Vancouver service as is offered to the Calgary-Vancouver service by CPA's Calgary-Vancouver route via Castlegar.

5. **Pacific Western Airlines** is applying for a "tourist" (cheap rate) passenger service across the Rockies from Vancouver to most of the Prairie cities. This is a challenge to TCA's passenger service similar to CPA's challenge on transcontinental freight.

6. **Both Quebecair and CPA** are applying for a scheduled service from Seven Islands to Goose Bay. Both applications have been delayed up to date by the lack of civil facilities at Goose, apart from other reasons.

Besides these firm applications which have already been filed, it is known that other carriers are contemplating further applications which would undermine the principle of "no competition." There is CPA's application to raise its Vancouver-Terrace service to Class I instead of Class II. There are four of five applications for non-scheduled charter services which involve the same principle. And if the Cabinet decision favors a gradual introduction of competition on air routes, it is expected that many more applications will be made.

The decision on the CPA freight application thus involves much more than a single case. The future of civil air operations in Canada may depend upon it.

# December TCA Air Cargo

(Continued from page 1)

311 miles an hour, with a range of 2,800 miles. They are equipped with four Pratt & Whitney engines, each developing 2,500 hp. Worth about $1.25 billion each, they will be sold to a foreign operator if the CPA application is rejected.

The TCA entry into the Canadian air cargo field is a smaller, snub-nosed, box-shaped craft powered by two Bristol Hercules engines. The Bristol freighter has a total capacity of 2,300 cu. ft. (10,000 lb.) with the main hold having 2,020 cu. ft. and a subsidiary hold served by a side door holding 340 cu. ft. The cargo space is served by nose doors which open to the full width of the main hold, allowing trucks to drive in and unload.

TCA now operates only one aircraft exclusively as a cargo carrier—a DC-3 which is also used for pilot training. But almost all its domestic flights carry some freight, although passengers always receive priority.

# The Maritimes Looks Ahead With Plan to Boost Trade

(Continued from page 1)

to work immediately on other plans for inter-governmental co-operation. These cover:

—A uniform highway code;

—Uniformity and improvement in educational standards;

—Tourist promotion for the region as a whole;

—A co-operative plan for further development of industry and natural resources.

The Atlantic Provinces Council proposal actually started out as a recommendation by the Board of Trade that a Royal Commission be set up to study the advantages and difficulties, including transportation, under which the population of this region is operating and uncover the forces which should make for economic growth and stability.

This proposed commission, under the terms of the resolution, would have been charged with finding out: what industries could profitably be expanded or developed in the Maritimes; if there is a lack of venture capital in the Maritimes, and if so what could be done to stimulate venture investment.

This commission would be asked to look at the power situation, federal taxation, living standards, possibilities of sharing in the Labrador iron ore development to increase largely the manufacture of steel and steel products, the effect of tariff legislation on the regional economy.

In short, a new and comprehensive examination of the whole Maritimes economy literally from the ground up.

### Need Survey Now

Said G. G. Anglin, board president; 'We are told we have immense resources, but we view with dismay official statistics which tell us our per capita wealth is lowest, production smallest, earnings of our people least of any region in the Dominion.

"We do not know why we seem to be becoming progressively poorer while Canada as a whole is becoming progressively richer.

"The time has now come when, if we are to make adequate progress or even hold what we now have, we should make a survey of our resources, outline our trade and industrial future, plot a course of action, and adopt ways and means to raise conditions in this region to a parity with other sections of Canada.

"In our relatively small land area, divided into provincial spheres or zones of government, each in itself a separate entity with little co-operation or consolation one with the other, we are sadly in need of a unified policy. Whether we realize it or not, our problems are more or less mutual, and yet we have made but feeble effort to work them out together."

It was from this note that Premier Macdonald advanced the suggestion that the board might well consider the history and experience of the New England Council. He had doubts about the value of a Royal Commission or of the four premiers setting up an investigating body. The initiative for the formation of a council, he suggested, should come from business and industry. And he emphasized that the funds for its operation must also largely come from business and industry.

The proposal got immediate agreement from Mr. Anglin speaking for the board as a whole.

### Raising the Money

How soon will all this get going?

There could be no doubt of the earnestness of the board executive on the matter.

But there were also lingering doubts. One comment: It's 40 years too late.

Another: How can we raise the $15,000 to $30,000 Angus thinks we'll need to get this going? The governments ought to put up the money.

From this meeting it is clear that at the highest levels in Maritimes business and government there has now emerged a clear understanding that the four provinces face big economic problems (and now), that they must face them together, that the time has long passed when they can pass the buck to Ottawa.

On this last point, however, there could quite clearly emerge for the future a Maritimes bloc at Ottawa. It would be a powerful political force: 44 seats representing 12% of the Canadian population; 1,500,000.

New England contemporary history — especially the workings of the New England Council — is going to get a lot of close study here in the coming months.

A FAMOUS SERVICE TO EUROPE

HOLLAND-AMERICA LINE'S "extra touch" is evident everywhere: Holland-famed immaculate shipkeeping; centuries-seasoned heritage of seamanship; warm hospitality; congenial fellowship; friendly, courteous service; Continental cuisine.

NIEUW AMSTERDAM, mighty flagship of the Holland-America Line fleet, brings new graciousness to life afloat. Seven passenger decks, two indoor swimming pools, acres of "room to roam," things to do. Cinema, shops, night club, gymnasium, solarium, sumptuous luxury.

RYNDAM and MAASDAM, new twin thriftliners. Smart, sleek, modern, they introduce a new concept in tourist travel – virtual run-of-ship privileges, and air-conditioned comfort throughout. Here budget-priced ocean travel attains superb perfection!

Regular sailings from New York to SOUTHAMPTON-LE HAVRE-ROTTERDAM by famous NIEUW AMSTERDAM, VEENDAM, MAASDAM and RYNDAM . . . Direct to ROTTERDAM by all-first-class motor-twins WESTERDAM and NOORDAM. Frequent stops at Cobh, Ireland.

Two personally conducted **CHRISTMAS SAILINGS** to Southampton, Le Havre, Rotterdam by **MAASDAM** Nov. 25 **from Halifax** (Nov. 23 from New York); **RYNDAM** Dec. 12 from New York. (also stops at Cobh, Ireland)

SEE YOUR TRAVEL AGENT

"It's good to be on a well-run ship"

Holland-America Line

MONTREAL • TORONTO • WINNIPEG • VANCOUVER
Laurentien Hotel, Dominion Square
Montreal 2, P. Q., Tel. UN 6-9561

**DIRECT TO ROTTERDAM for as little as $150**

on modern Netherlands Government vessels. Good food, seamanship, cleanliness. Cabin berth $160. Dormitory $150. DIRECTORATE-GENERAL OF SHIPPING (Ministrie van Verkeer en Waterstaat), The Hague—HOLLAND-AMERICA LINE, Agents.

FROM MONTREAL
GROOTE BEER—Oct. 3
FROM NEW YORK
SIBAJAK—Oct. 2.
GROOTE BEER—Nov. 2.



**Plan your financial objective today!**

Many thousands of Canadians have found in Investors Syndicate of Canada, a practical and attractive method of accumulating money. Plan now to obtain the money you want in six, ten, fifteen years, or longer. See your Investors Syndicate representative today.

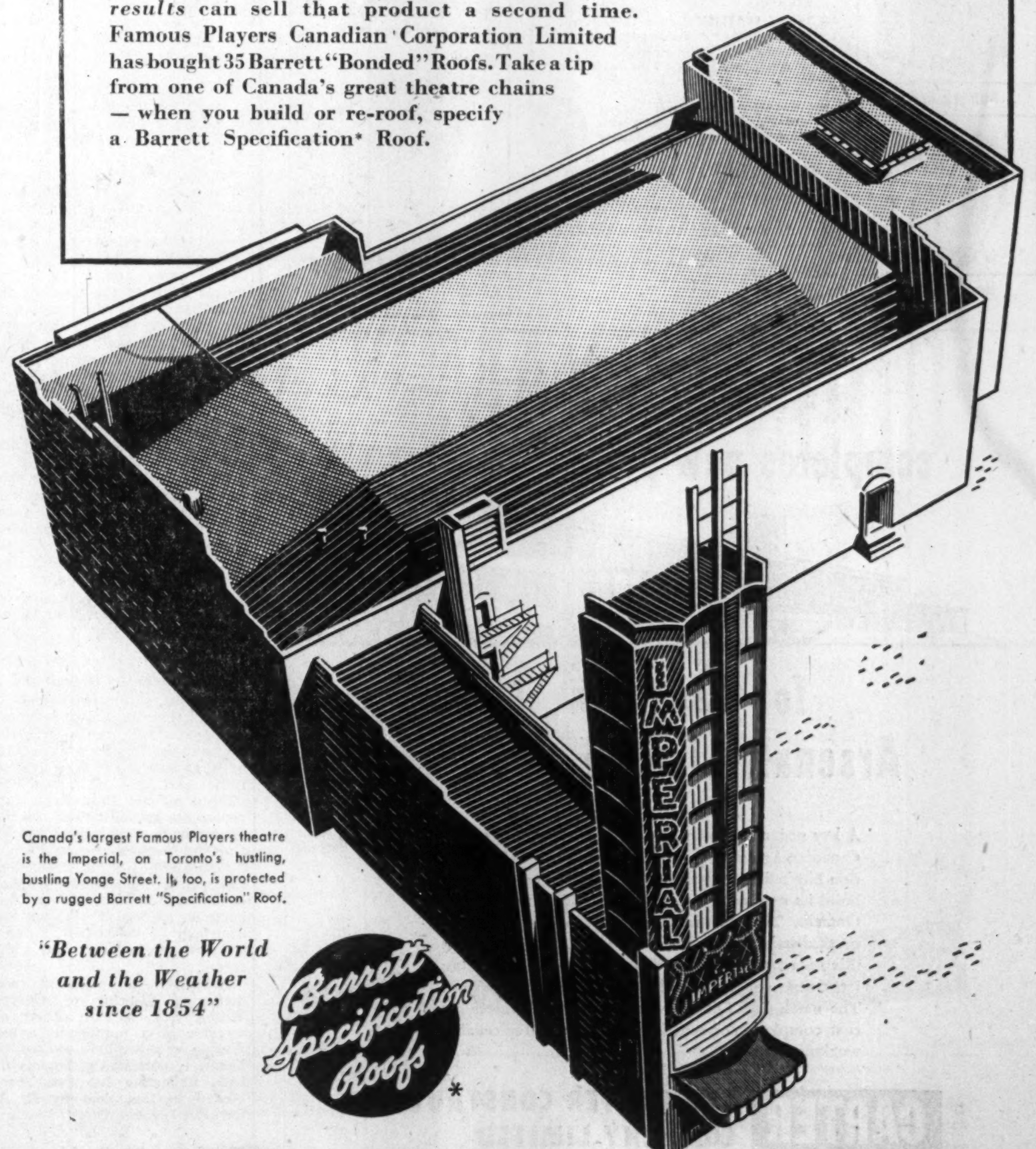
Head Office - Winnipeg
Offices in Principal Cities

INVESTORS Syndicate OF CANADA LIMITED



**Why 35 Famous Players Buildings are under Barrett Roofs**

Salesmanship might sell a product one time. Only *results* can sell that product a second time. Famous Players Canadian Corporation Limited has bought 35 Barrett "Bonded" Roofs. Take a tip from one of Canada's great theatre chains — when you build or re-roof, specify a Barrett Specification* Roof.




Canada's largest Famous Players theatre is the Imperial, on Toronto's hustling, bustling Yonge Street. It, too, is protected by a rugged Barrett "Specification" Roof.

*"Between the World and the Weather since 1854"*

Barrett Specification Roofs*

THE BARRETT COMPANY, LIMITED
Halifax • Saint John • Montreal • Toronto • Winnipeg • Vancouver

*Reg'd Trade Mark



★ *small in area* but **BIG** *in buying power!*

Metropolitan Montreal represents only .03% of the total area of Quebec Province—but—this tiny area accounts for **13%** of Canada's **total annual dollar volume of retail sales and 10% of the population.**

Here indeed is a small but mighty market, steadily growing in sales influence, population and buying power.

What's more, advertising coverage of this two-language market is not difficult or complicated. In fact, advertisers can reach most of Montreal's 148,000 English families with one paper — The Star.

And the Star really provides powerful coverage! . . . 92% of the English market Monday through Friday — 98% every Saturday. And all at the lowest milline rate of any paper in the field.

*Naturally we'd like to tell you more about the Star and Montreal's English market. Write for useful market data.*

The Montreal Star
"Canada's Greatest Newspaper"

**R. A. DALY CO.**
LIMITED
*Members The Investment Dealers' Association of Canada*

UNDERWRITERS AND DEALERS
IN
GOVERNMENT, MUNICIPAL AND
CORPORATION BONDS

44 KING STREET WEST
TORONTO
EMpire 4-4441

414 ST. JAMES STREET WEST
MONTREAL
MArquette 8038

**R. A. DALY & CO.**
MEMBERS OF
THE TORONTO STOCK EXCHANGE
*Private Wires to Montreal and New York*
44 KING STREET WEST - TORONTO
EMpire 4-4441



**Government and Corporation Securities**

**WALWYN, FISHER & CO.,**
Limited
44 KING STREET WEST, TORONTO 1, CANADA
TELEPHONE: EMpire 4-1131


CPR

# Your Investment Returns, 1953

## How The Year's Earnings, Profits Picture Shapes

By GORDON MINNES

In the over-all investment view, some straws in the economic winds suggest returns on dollars put out to work may not be putting too many new records in the dividend book this year.

That doesn't mean anything like the gloomy future forecast by some at the outset of 1953. Business has held up well—and in some sectors has gone ahead to set up sales and earnings records.

In general, business in Canada has plenty of room yet to absorb any slower times that may come and still clip along under a good head of steam. It's the special situations that will call for careful study by the investor.

Puffs from one economic indicator—Canada's giant public rail line—may hold a handy tip on what to expect of the composite picture, because it brings in a couple of those special situations.

At a measured guess, the picture for CPR by its fiscal year end (Dec. 31, 1953) will look like this: 1953 net profit might hit between $2.00 and $2.25 per share, compared with $2.61 last year.

The steady decline of CPR ordinary stock this year has been a source of concern to many investors. The shares closed at $23¼ last week, then dipped on Monday to establish another new low for the year at $21⅝. That was off 34.7% from the 1953 high of $33⅛ (touched in January) and 46% from the 1952 peak of $40. It was also the lowest price shown for the stock since 1950.

**Reasons for Decline**

This weak action has been partially due, of course, to the general softness of the market. But it also reflects prospects that CPR net profit will be down this year from 1952's $39.1 millions ($2.61 per share) unless some sharp and unexpected change for the better occurs in the final quarter.

It's still too early to predict actual figures, but a number of items in the company's earnings picture are signaling the fact that this year's margin between profits and dividends may be narrowed somewhat.

For one thing, net earnings from rail operations have been running behind forecasts. For the first seven months, they totaled $13.1 millions or 2.75% below the comparable 1952 period, due to a drop in traffic volume. This situation could improve in the balance of the year but even if net rail earnings managed to reach the $28.9 millions shown for the full year 1952 various other factors would be exerting downward pressure on profits.

In the important "other income" division, the most significant point is the drop in dividends from Consolidated Smelters. The Smelters mid-year payment of 60c a share, made in July, compared with 90c a year earlier. If a comparable cut is in the cards for the January payment, which amounted to 75c in 1953, it would mean that Smelters dividends would total only $1.10 for the year against $1.65 for 1952. That would trim CPR's earnings from this source to $9.2 millions from $13.9 millions last year.

**Steamship Returns Down**

Net earnings from ocean and coastal steamships are expected to show another decline this year, but the extent of the drop cannot yet be forecast. In 1952, they contributed $3.7 millions to CPR's other income. This year, freight traffic volume has been lower while cargo rates have been depressed due to a surplus of ships on world trade routes and have so far given no indication of firming.

Net earnings from hotel, communication and miscellaneous properties ($3 millions last year), and from interest, separately operated properties and miscellaneous sources ($6.3 millions) will probably show only minor changes.

However, fixed charges will be higher, possibly by around $1.5 millions or so. Last December, the company sold a $35 million 4% bond issue and followed that up in April with a $25 million 4% equipment trust certificate issue.

There's still a pair of outstanding applications on freight rates which could affect the rail earnings picture. One of these involve CPR's request that it be allowed to earn 6½% on its investment in rail properties. The other, asking a general 9% boost in freight rates, depends on results of the first and is aimed at bringing the company's rail earnings towards the 6½% target.

**No Early Decision**

However, the Board of Transport Commissioners is not scheduled to resume hearings on the first of these until Oct. 19. Presumably, it will take some time for a decision to be handed down and it appears therefore that, whatever the ruling, it would probably have little bearing on 1953 results.

And there appear to be no moves afoot at the moment for a further freight rate increase on the part of Canada's railways. Observers point out that it would probably take some major change, such as another wage boost, to prompt another application. They say the railways would not like to take the chance of being rebuffed by the Board, as happened last October.

So far this year, CPR has paid one dividend on ordinary stock of 75c a share, unchanged from 1952. In recent years, it has been paying semi-annually, in August and February. Total in both 1952 and 1951 was $1.50 a share.

At its price this week, and on the basis of the 1952 dividend, the stock is presently yielding about 6.9%.

* * *

### *Weston Interests Broadened By Consol. Litho. Purchase*

Not generally realized in investment circles is the fact that the purchase by Somerville Ltd. of the assets of Consolidated Lithograph Manufacturing Co. (The Financial Post, Sept. 12), represents an addition to the list of companies controlled by W. Garfield Weston.

Somerville Ltd. is a London, Ont., firm manufacturing toys, boxes and cartons. R. A. Robertson succeeded Weston as chairman of its board in June, with Weston remaining as a director.

Robertson is president and managing director of George Weston Ltd., and an officer or director of a number of other Weston - controlled companies. Formerly president of Somerville Ltd., Robertson has been succeeded in that post by R. A. Irwin of London, Ont.

* * *

### *Wood, Gundy's Booklet Reviews Crown Zellerbach*

Crown Zellerbach Corp. is the subject of a comprehensive report prepared by Blyth & Co., and being released in Canada by Wood, Gundy & Co. The generously illustrated, 42-page booklet describes Crown Zellerbach as today's most favorably situated U. S. paper manufacturer, in view of its market potentialities. Consolidated timber reserves are estimated to be 20 million board feet, or 3,000 board feet per share of common stock now outstanding.

Common shares of Crown Zellerbach on April 30, 1953, had an actual book value of about $85 a share instead of the reported $26.22, if timber reserves had been stated at a reasonable present market value, plant and facilities at replacement value less depreciation, and investment in Fibreboard Products Inc. at its real net asset value, the report says.

Statistical comparison shows that Crown Zellerbach is second in size only to International Paper Co. among all U. S. paper companies. Common stock equity was $152,9 millions at latest fiscal year end, April 30, and net sales $252.8 millions for the year.

* * *

### *List Consolidated Paper On Amsterdam Exchange*

Shares of Consolidated Paper Corp. have been listed on the Amsterdam Exchange this month. As is the case with several other leading Canadian stocks listed on that exchange, shares traded there are represented by "Dutch certificates"—bearer certificates in denominations of 10 shares, issued by the Dutch Administration Office. Listing of Consolidated Paper shares on the Amsterdam Exchange was sponsored by Messrs. Theodoor Gilissen of Amsterdam.

**TOWNSHIP OF WOOLWICH, ONT.**, has sold $18,000 4¾% debentures, dated Sept. 1, 1953, due 1954-68, to J. L. Graham & Co. at 99.40. Proceeds for school additions.

## $6 Million Issue For Saskatchewan

The first internal offering of Province of Saskatchewan debentures in three and a half years was made on Wednesday. The new issue of $6 millions 4¼% debentures is being offered at par by a syndicate headed by Harris & Partners Ltd.

Of the proceeds, $5 millions will be used by the Saskatchewan Power Commission and $1 million will be spent on the province's highways.

Dated Oct. 1, 1953, the debentures mature in 1969 and are callable after Oct. 1, 1967.


Announcement

**G. E. PHIPPS**

Announcement of the election of Mr. G. E. Phipps as President of Dominion Securities Corpn. Limited was made recently. Born in Revelstoke, B.C., May, 1904, educated at Trinity College School, Port Hope, Mr. Phipps joined the Corporation in September, 1922. In 1944 he became a Director, Vice-President in 1951 and President in July of this year. He is a Director of Sterling Offices of Canada, Limited, Great Lakes Re-Insurance Company and is a Governor of Trinity College School.



Announcement

E. Victor Manser has been appointed editor of "Electrical Contracting and Maintenance", published by Hugh C. Maclean Publications. Mr. Manser has been associated for many years with Canadian publications in the electrical field. He was associate editor of "Electrical News and Engineering" and latterly managing editor of "Electrical Digest". In re-joining Hugh C. Maclean Publications, Mr. Manser will head up the editorial staff of an expanded national publication designed to serve the increasingly important electrical contracting section of the construction industry. Hugh C. Maclean Publications publish the leading business newspapers of the electrical and construction industries, as well as the daily Maclean Building Reports.

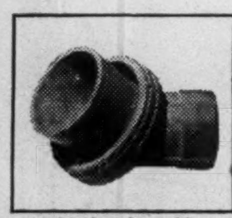


LATEST REPORT

Ask your Investment Dealer for the Latest Report and Prospectus of

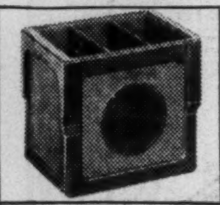
CALVIN BULLOCK
Ltd.




Molded Soft Rubber

Rubber Extrusions

Plastic Parts


Battery Parts

Hard Rubber

**Industry relies on STOKES for 6 GOOD REASONS**

- Over 30 years' experience in Custom Molding.
- Facilities of one of the largest, finest-equipped tool-shops in Canada.
- Leadership in developing and testing special compounds.
- Free consultation service in designing or revising a customer's product.
- Unequalled versatility through work in hard rubber, soft rubber and plastics.
- Up-to-the-minute equipment and newest techniques in compounding, molding and extruding.

WE INVITE ENQUIRIES from manufacturers about their rubber or plastic requirements. Our engineers will gladly assist in redesigning or converting your part for molding or extrusion.

Rubber Extruders and Custom Molders of Hard Rubber, Soft Rubber and Plastics
Complete Facilities for Precision Tooling

19 S 20

**STOKES**
DIVISION
THE GENERAL TIRE & RUBBER COMPANY OF CANADA LIMITED
WELLAND ONTARIO

THE GENERAL TIRE



**CARTER**

**completes new plant**

**for Canadian Arsenals Limited.**

A. G. FACEY, Architect
EDGAR CROSS, Consulting Structural Engineer
KAREL RYBKA, Consulting Mechanical Engineer

A key organization in Canada's defence programme, Canadian Arsenals Limited through Defence Construction Limited commissioned CARTER Construction to build its new radar equipment plant in Scarborough, Ontario. This government-owned company has expressed satisfaction with the way CARTER carried out this important contract. When next *you* are planning large-scale construction, be sure to call on CARTER. The name CARTER is your assurance of reasonable cost, completion on schedule, and high-quality reliable workmanship.

**CARTER** THE CARTER CONSTRUCTION COMPANY LIMITED
*Contractors for 50 years*

*Toronto: 419 Cherry Street Tel: EMpire 3-9348 Winnipeg: 539 Kylemore Avenue Tel: 4-6692*

**Keeping in Touch?**

Many investors try to keep their investment income in line with changes in the value of money. They usually find that keeping steadily in touch with changes in their investments is of great assistance to them in doing this.

Investors will find our September "Review and Securities List" doubly useful! It contains quotations for some 80 important Canadian government and corporation security issues, together with a short discussion of recent changes in security yields, business conditions and price indexes.

A copy of our September "Review and Securities List" will be forwarded gladly on request to any of our offices.

**Wood, Gundy & Company**
Limited
Toronto Montreal Winnipeg Vancouver Halifax
Quebec Ottawa Hamilton London, Ont.
Kitchener Regina Edmonton Calgary
London, Eng. Victoria Chicago New York



**INDUSTRIAL RELATIONS**

"Labor Roundup" — another Post exclusive — reports on the practical side of industrial relations week by week. Keep yourself in touch with the trend of union activity.

*Read The Financial Post*
BY MAIL ONLY $6 A YEAR



*These issues having been sold, this advertisement appears only as a matter of record.*

*New Issues*

**P. L. ROBERTSON MANUFACTURING COMPANY LIMITED**

**15,600**
6% Cumulative Redeemable Sinking Fund Preference Shares

**38,206**
Cumulative $1.00 Dividend Participating Preference Shares

*Prospectus will be mailed upon request*

FRY & COMPANY
25 King Street West
TORONTO, ONTARIO
Telephone EMpire 3-1303



*NEW ISSUE*

**$4,000,000**

**Traders Finance Corporation Limited**

(Incorporated under the laws of Canada)

**5½% Sinking Fund Debentures**

**due October 1, 1969**

To be dated October 1, 1953 To mature October 1, 1969

Trustee: The Canada Trust Company

**In the opinion of Counsel, the 5½% Sinking Fund Debentures due October 1, 1969 will be investments in which The Canadian and British Insurance Companies Act, 1932, as amended, states that companies registered under Part III thereof may, without availing themselves for that purpose of the provisions of subsection (4) of Section 60 of said Act, invest their funds.**

We, as principals, offer these 5½% Sinking Fund Debentures due October 1, 1969 if, as and when issued by Traders Finance Corporation Limited and accepted by us and subject to the approval of all legal details on our behalf by Messrs. Borden, Elliot, Kelley, Palmer & Sankey, Toronto, who are also Counsel for the Company.

**Price: 100 and accrued interest to yield 5.50%**

Subscriptions will be received, subject to rejection or allotment in whole or in part and the right is reserved to close the subscription books at any time without notice.

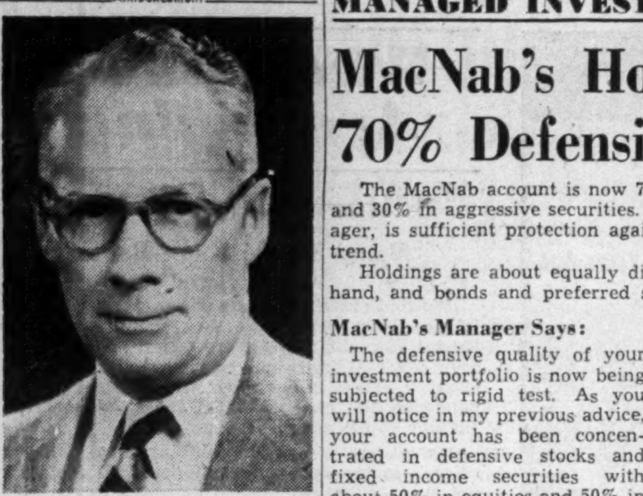
It is expected that the Debentures in interim form, which will be exchangeable for Debentures in definitive form when available, will be ready for delivery on or about October 7, 1953.

A prospectus, a copy of which has been filed under the provisions of The Companies Act, 1934, as amended, will be promptly furnished upon request.

**McLeod, Young, Weir & Company**
Limited

**Nesbitt, Thomson and Company,** Limited **Gairdner & Company** Limited **James Richardson & Sons**

Announcement



FRANK J. HOGAN

whose appointment as a director of Chrysler Corporation of Canada, Limited, is announced by E. C. Row, president and general manager. Mr. Hogan, who became treasurer of the corporation in May of this year, has been with Chrysler of Canada since 1925. He is a native of Windsor, Ontario and has spent his entire business life in the automotive industry.


**MANAGED INVESTMENT**

# MacNab's Holdings Now 70% Defensive Issues

The MacNab account is now 70% invested in defensive securities and 30% in aggressive securities. This division, says MacNab's manager, is sufficient protection against a possible further deflationary trend.

Holdings are about equally divided between equities on the one hand, and bonds and preferred stocks on the other.

**MacNab's Manager Says:**

The defensive quality of your investment portfolio is now being subjected to rigid test. As you will notice in my previous advice, your account has been concentrated in defensive stocks and fixed income securities with about 50% in equities and 50% in bonds and preferred stocks.

Theoretically, it would be ideal to have all of your account invested in defensive securities while a business recession was under way and to switch to aggressive securities when an uptrend was indicated.

The change from one cycle to another is so imperceptible that it is wiser to maintain a flexible position in each group in accordance with the control plan, under which your account is being operated.

The following tabulation has been prepared to show in which group each security belongs:

| | |
|---|---|
| **DEFENSIVE SECURITIES** | |
| **Bonds:** | |
| $1000 Abitibi P. & P. 4¼%/61 | |
| $1000 B.C. Forest Products 5%/62 | |
| $1000 Brazilian Traction 4½%/71 | |
| $1000 Canadian Pacific Railway 3½%/66 | |
| $1000 Central Leduc Oil 5%/65 | |
| $1000 Dom. Steel & Coal 4%/61 | |
| $1000 Dominion Textile 4%/66 | |
| $1000 Western Can. Brew. 5%/67 | |
| **Market Value Aug. 14** .......... | $7,691 |
| **Preferred Stocks:** | |
| 50 Acadia Atlantic Sugar "A" | |
| 40 Abitibi Power & Paper | |
| 30 B.C. Power Corp. "A" | |
| 40 Imperial Tobacco 4% | |
| **Market Value Aug. 14** ............ | $3,960 |
| **Common Stocks:** | |
| 40 B.C. Telephone Ordinary | |
| 50 Brazilian Traction, Light & Power | |
| 50 Consumers' Gas Co. of Toronto | |
| 50 International Utilities | |
| 30 Bank of Nova Scotia | |
| **Market Value Aug. 14** .......... | $5,184 |
| **Market Value, aggressive issues** .. | $16,835 |
| **AGGRESSIVE SECURITIES** | |
| **Common Stocks:** | |
| 60 Canadian Pacific Railway Co. | |
| 20 Hiram Walker-Gooderham & Worts | |
| 40 International Nickel Co. of Canada | |
| 10 Noranda Mines | |
| 50 Powell River | |
| 32 Steel Co. of Canada | |
| **Market Value** .................. | $7,191 |
| **Total Market Value Aug. 14** ..... | $24,026 |

You will note from the above tabulation that 70% of your capital is invested in defensive securities and 30% in aggressive securities at the present time, which, in my opinion, is sufficient protection against a possible further deflationary trend.


**HENRY G. DEVITT** F.S.A.

**CONSULTING ACTUARY**

Independent and Experienced Services

206 ST. CLAIR AVE. WEST, TORONTO 5, ONT. KI. 6262



**THE INSTITUTE OF BUSINESS ADMINISTRATION**

**The University of Toronto**

This Institute offers a graduate course in Business Administration leading to the degree of Master of Commerce.

Graduates in Commerce and Finance, or in Engineering and Business, with at least second class standing, may qualify for the degree in one year of full-time study; graduates of other courses generally require two full years.

Evening classes are provided for part-time students.

Information will be sent on request to the Secretary of the Institute, 273 Bloor Street West. Personal interviews may be arranged with the Director.

**Registration: September 23, 24, 25**

Classes Begin September 28



**NOTICE**

NORTH CONTINENT UTILITIES CORPORATION is inviting bids for purchase of its entire interest in GREAT NORTHERN GAS COMPANY, LIMITED (a manufactured gas company operating in and adjacent to Sault Ste. Marie, Ontario, Canada) consisting of:

250 shares of 7% Cumulative Preferred stock, $100 par value

69,000 shares of Common stock $1 par value

$380,000 principal amount notes receivable, 6% demand

$56,291 of advances, 6%

Bids must be submitted by October 6, 1953, and must specify that the purchase will be for investment and not with a view to distribution or resale. Further information and forms may be obtained from A. C. Winters, President, North Continent Utilities Corporation, Room 1833, 231 South LaSalle Street, Chicago 4, Illinois, telephone CEntral 6-5227.



**NESBITT, THOMSON AND COMPANY,**
**LIMITED**

**Underwriters and Distributors of**

**GOVERNMENT and CORPORATION SECURITIES**

38 King St. W. • Toronto

MONTREAL QUEBEC TORONTO OTTAWA HAMILTON LONDON, ONT. KITCHENER WINNIPEG REGINA CALGARY EDMONTON LETHBRIDGE VANCOUVER VICTORIA SAINT JOHN, N.B. FREDERICTON

**THOMSON & Co.**

**Members**

*Montreal Stock Exchange* *Canadian Stock Exchange*

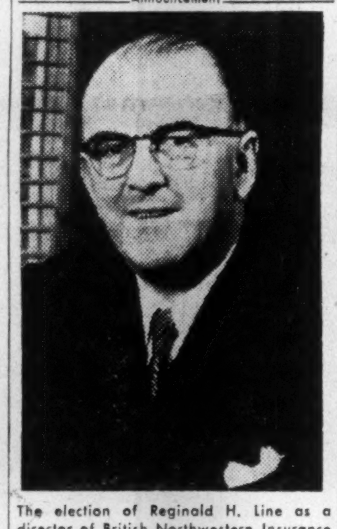
*The Toronto Stock Exchange*

355 St. James Street West • Montreal

623A



Announcement



The election of Reginald H. Line as a director of British Northwestern Insurance Company and Security National Insurance Company is announced by J. H. Riddel, President and Managing Director of both companies. Mr. Line is president of Kelvinator of Canada Ltd.

**CHARLES KROFT**

**president and gen. mgr., McCabe Grain Co., has been elected chairman of the board, Winnipeg Grain Exchange.**

# Dow Brewery Buys Ranger Pass $500,000 Renovation

MONTREAL (Staff)—Another Quebec Brewing company has decided to set up production facilities closer to the large and rapidly growing markets of Central and Western Ontario.

Dow Brewery Ltd., whose brewing capacity is now concentrated entirely in Montreal and Quebec City, has purchased 98% of the outstanding stock of Ranger Brewing Co., of Kitchener, Ont. It plans to launch a $500,000 renovation and re-equipment program and will turn out Dow products there to serve the Ontario market.

Citing reasons for the acquisition, President Wilfrid Gagnon said it had been made to meet "constantly increasing demand" in Ontario. He also hoped that Dow's sales and industry position would be further improved by the location of the plant in one of the province's main industrial areas and cited the fact that an estimated $400,000 would be saved in distribution and transportation costs.

Earlier this year, Molson's Brewery Ltd. announced plans for a large new brewery in Toronto. Demand had outstripped its Montreal production facilities and the high cost of transportation was thought to be a factor in the decision to build a unit outside Quebec.

The deal for 53,831 of Ranger's 54,904 outstanding shares was completed last week and Dow has undertaken to purchase the balance. It acquired the 98% block from Canadian Breweries Ltd. (which controls Dow) for $1,746,891 or an average of $32.45 per share. The block had been purchased by Canadian Breweries at the same price last month.

Ranger (known as Blue Top Brewing Co. before it was reorganized in 1952) has an annual capacity of 125,000 bbls. This will be raised to 175,000 bbls. when renovations have been completed. Mr. Gagnon said that Ranger has "ample funds" for this program.

Manufacture of Ranger products is to be discontinued and the brewery will be turned over to production of Dow Ale and Kingsbeer Lager.

# Deal With Alcoa Defended By Aluminum Import Corp.

MONTREAL (Staff)—Aluminium Ltd. has now indirectly joined the battle in the U. S. over its big metal contract signed last May with Aluminum Co. of America (Alcoa).

Its American sales subsidiary, Aluminum Import Corp., of New York, has been granted leave to intervene in the U. S. Justice Department suit which seeks to have the contract cancelled. The company's motion was based on the point that the deal, calling for delivery of 545,000 metric tons of aluminum over a six-year period, was in fact made between Alcoa and Aluminum Import Corp.

The U. S. subsidiary promptly filed an answer to the charges, at the same time bringing into the case a similar deal (for 168,000 metric tons) which had been arranged with Kaiser Aluminum & Chemical Sales Corp. The Kaiser contract was not mentioned in the department's suit.

**Company Answer**

In its answer, Aluminum Import claimed the contracts are not illegal, either under U. S. anti-trust laws or the 1951 judgments in the Alcoa case. It also pointed out that the tonnage involved was not predicated on the diversion of metal Aluminum Import had available to meet normal requirements of the non-integrated U. S. fabricators.

It said that conclusion of the contract was made possible by diversion of aluminum previously committed to other customers, principally the United Kingdom. The financial sacrifice to Aluminium Ltd. totaled over $10 millions which "could only be justified by the long-term commitment of the producers to take metal in years later."

The Justice Department claims the deal with Alcoa will give the latter competitive advantages by which it can maintain its position and powers in the industry and "prevent the creation of lawful conditions." It contends that even now competitive conditions in the U. S. industry do not conform with the anti-trust laws.

Defending the deals, Aluminum Import said it has made strenuous efforts to sell primary aluminum in the U. S. on the basis of long-term commitments, and also that it had made every effort to meet the spot demands of customers unable or unwilling to make forward contracts.

The company pointed out that it has been prepared to sell metal to responsible customers on substantially the same terms offered to Alcoa and Kaiser and said that Aluminium Ltd. regards these deals chiefly as a form of insurance for which it has paid a substantial premium.

**Offers To U. S.**

It also reminded the court that three times since the start of the Korean war offers of metal were made to the U. S. Government. Each offer was allowed to expire and "by the fall of 1952 it was apparent that there was little likelihood of the U. S. entering into any forward commitment for Canadian aluminum."

In addition, the company noted that, when the Alcoa and Kaiser deals were announced, Aluminium Ltd. said it would reserve 100,000 tons of aluminum a year 1953-59 for non-integrated U. S. fabricators. This was more than had ever been sold to these customers and was above the estimate of their normal demands for Canadian primary aluminum during that period.

## Manitoba Debs. Offered at 4¼%

A new issue of $12 million Province of Manitoba 4¼% debentures is being offered at par by a large syndicate headed by Equitable Securities of Canada and Burns Bros. & Denton. Proceeds will be used for new construction by Manitoba public utilities, $7 millions going to the Power Commission and $5 millions to the Telephone System.

Debentures are dated Oct. 1, 1953, maturing in 1968, with redemption in whole or part during the period Oct. 1, 1966, to Oct. 1, 1968. A 2% sinking fund is set up for retirement of the obligations.

## Walker-G. & W. Declare Extra Dividend of 75c

An extra dividend of 75c per common share, payable with regular 75c quarterly dividend on Oct. 15 to shareholders of record Sept. 25, was declared this week by Hiram Walker-Gooderham & Worts Ltd.

Quarterly dividends of 75c each have been paid since Dec. 15, 1950. An extra of $1 per share was paid Oct. 15, 1951, along with the regular quarterly dividend. No extra dividend was declared last year.

## *O'Keefe's Sales At New High*

Sales and profits of O'Keefe's Brewing Co. reached new company records during July and August, said President M. J. Kelly this week.

O'Keefe's position in sales is a reflection of the company's extensive building and reconditioning program during recent years, said the president. This program is continuing.

## Holders Approve Waterous Sale

Class A and common shareholders of Waterous Ltd. at meetings in Toronto on Tuesday voted formal approval of sale of Waterous' Alberta division to Waterous Equipment Ltd., a newly incorporated company. Funds for purchase of the Alberta division by the new company accrued from private sale of first mortgage bonds and public offering of preferred and common stock (The Financial Post, Aug. 29).

Underwriters of the public distribution report that both issues of stock were readily oversubscribed.


We, as principals, offer:

**TOWN OF SOUTHAMPTON**

**5% DEBENTURES**

**TO MATURE SEPTEMBER 15, 1959 TO 1973**

(LAST MATURITY ONLY SUBJECT TO CALL)

PRINCIPAL AND INTEREST PAYABLE AT TORONTO, MONTREAL OR SOUTHAMPTON

**FOR PROPORTIONATE AMOUNTS OF EACH MATURITY, PRICE TO YIELD 4.90%**

**BELL, GOUINLOCK & COMPANY**
LIMITED

ESTABLISHED 1920

MONTREAL TORONTO WINNIPEG

LONDON HAMILTON KITCHENER



**KERNAGHAN & Co. LIMITED**

*Members*

The Investment Dealers' Association of Canada

2nd Floor, 67 Richmond St. W. Toronto

EM. 4-4256 EM. 8-4894



**Can YOU qualify for a GUARANTEED INCOME when you are sick or hurt?**

Your Paul Revere agent can answer that question for you.

ONE out of FOUR will be disabled this year.

When YOU are disabled ... what?

Get the facts today about the only kind of an accident and sickness plan which completely guarantees an income ... one which is non-cancellable by the company and guaranteed continuable.

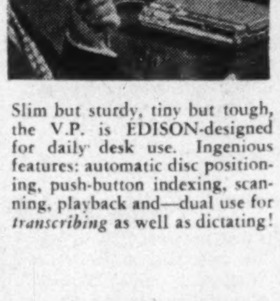
**The PAUL REVERE LIFE Insurance Company**

Canadian Head Office • Hamilton, Ontario

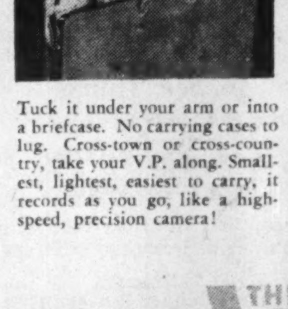
NON-CANCELLABLE ACCIDENT and SICKNESS • LIFE • GROUP

# NEW "V.P." MAKES GOOD!

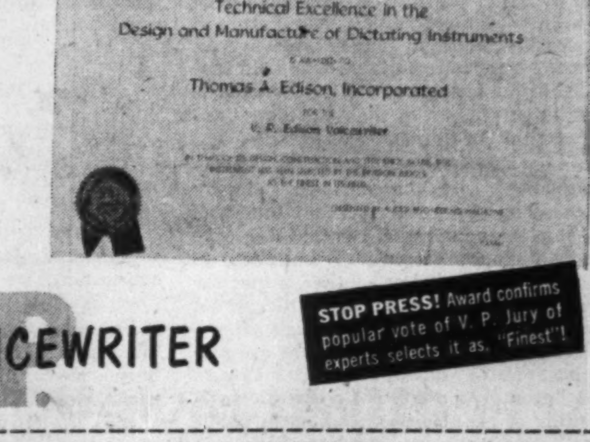
**Edison's new fashioned individual dictating instrument scores instantly on looks, size, ease of use and carrying**



Slim but sturdy, tiny but tough, the V.P. is EDISON-designed for daily desk use. Ingenious features: automatic disc positioning, push-button indexing, scanning, playback and—dual use for *transcribing* as well as dictating!



Tuck it under your arm or into a briefcase. No carrying cases to lug. Cross-town or cross-country, take your V.P. along. Smallest, lightest, easiest to carry, it records as you go, like a high-speed, precision camera!




**STOP PRESS!** Award confirms popular vote of V. P. Jury of experts selects it as "Finest"!

**THE V.P. EDISON VOICEWRITER**

The superb EDISON Diamond Disc captures the full tonal range of EDISON High Definition Recording. It is standard — and *interchangeable* — on all EDISON disc equipment. Thus, the V.P. integrates perfectly with EDISON TELEVOICE, the new-fashioned *phone* system of dictation.

Thomas A. Edison
OF CANADA LIMITED

TAKES 11 MINUTES TO SEE IT IN ACTION!

We'll be glad to demonstrate the V.P. to you — in only 11 minutes — at your convenience. No obligation. Send the coupon, filled in or clipped to your letterhead — or phone your local Ediphone - Edison representative.

THOMAS A. EDISON OF CANADA LIMITED
165 Bedford Road, Toronto, Ontario.
All right — send the V.P. and your representative around. I'll give them 11 minutes.

NAME ..........
TITLE .......... COMPANY ..........
..........
ADDRESS ..........
CITY .......... ZONE ..........
PROVINCE ..........



KEEP *Finger-Tip Control*

**OVER EVERY PHASE OF YOUR BUSINESS**

**WITH**

**VISIrecord**

*THE WORLD'S FASTEST VISIBLE RECORD KEEPING SYSTEM*

No time lost searching through "blind" files . . . no wheels to spin . . . no trays to pull out . . . no books to open. VISIrecord keeps all your vital records at the finger-tips of the clerk! You have instant access to any information you require. With VISIrecord you can keep a "finger-tip control" over every phase of your business!

VISIrecord is compact, requires fewer record keeping personnel and thereby reduces non-productive burden. Discover why leading Canadian companies are now changing to VISIrecord for faster, more accurate, more economical control.

for

*RECEIVABLES and PAYABLES*
*MATERIAL CONTROL*
*PREVENTIVE MAINTENANCE*
*PRODUCTION CONTROL*
*PURCHASE FOLLOW-UP*

Adaptable to every record keeping job in any size of company. Unlimited card designs for either machine or hand posting.

TRADE MARK REG'D

**VISIrecord of CANADA LIMITED**
266 King St. West, Toronto
MONTREAL, HAMILTON, VANCOUVER
Represented in principal cities coast to coast

MAIL THIS COUPON FOR COMPLETE INFORMATION

VISIrecord OF CANADA LIMITED
266 King St. West, Toronto
Gentlemen:
Please send me full information on VISIrecord systems:
NAME ..........
COMPANY ..........
ADDRESS ..........

# Minor Tinkering Won't Save It

Mr. St. Laurent, it is reported from Ottawa, may take the unusual step of appointing some Conservatives to the now almost solidly Liberal Senate. Most people will agree that such a move would be an improvement.

But does it go far enough?

For a great many years the general practice has been to fill vacancies with more or less active politicians from the ranks of the party that happened to be in power. This has meant either Liberals or Conservatives and as the former party has held the reins continuously for almost 20 years, the Senate today is top-heavy with Liberals, 82 out of a total of 90 occupied seats to be exact.

Now even supposing Mr. St. Laurent very generously filled all present 12 vacancies with prominent Conservatives and continued that practice as opportunity offered until the two parties were approximately balanced, the major weakness of the Senate would not be corrected. It would still be largely a political body, a sort of extra and unnecessary House of Commons but beyond the reach of the voter.

Such a Senate does not fit the original plan drafted at Confederation. The Senate was not supposed to be merely an echo of the House of Commons or of any one party in the House but a distinct and necessary branch of government. Removed from party and regional pressure and secure against temporary swings in public favor, the job of the Upper House was to review all legislation carefully from the national angle, to make sure that government actions and policies were in the best interest of all of Canada.

To perform such a function, more than just political parties must be represented in the Senate. Mature, widely experienced and respected leaders from other groups and interests including educational and cultural fields should be invited. These people could bring new dignity, and new usefulness to the Senate and incidentally are its only real hope of survival.

## Could You Use More Money?

"Just think of all the additional things one could buy if your taxes and mine were cut 25% because defense spending was no longer necessary."

That engaging idea Dominion Bank's general manager A. C. Ashforth presented last week to the Advertising & Sales Club of Toronto.

This year, Canada is spending $2,080 millions on defense. That amount of money would build a lot of bridges, and houses and put everybody on a diet of caviar or at least filet mignon.

But this century will never see the end of all defense spending. However, a 25% reduction sometime before long is not out of the question.

And think what Canadians could do with even a 25% cut in defense spending. That would be $520 millions. And $520 millions would permit a 15% increase in the family food budget, or a 30% increase in spending on clothes.

There are dozens of other places where the money could be spent. The $520 millions would build 34,000 new $15,000 homes a year—or 31,000 of them with a new $2,000 car in each garage.

Suppose—just suppose—that everybody had all the money they needed for necessities. Then the $520 millions could be used to give every family an 8,000-mile vacation trip.

There are endless delightful possibilities, how to spend the money.

The important point to watch, however, is that defense cuts when they come are translated into tax cuts and not frittered away in bigger and bigger government.

## Our Way Or Do Without

For nearly a month Toronto district housewives, when they went to bed at nights, never knew whether they would find any milk delivered in the morning. During the same period the highly specialized dairy farmers who supply the Toronto area with its most important food, faced the threat of having their only saleable and highly perishable commodity poured down the drain.

The strike, which finally resulted, has been settled but the intolerable, absurd and totally unnecessary situation which has been allowed to develop remains.

A small group of people, whose only interest seems to be to make milk handling as expensive as possible, have told over a million consumers: "We will do it our way or you will do without." They sought not only a complete stoppage of house-to-house delivery by their own union and by another union not on strike but also of sales through stores. Their aim in short, was to prevent the consumer from getting any milk at all, until their own demands were met.

In all strikes the public is inconvenienced. But in the kind of strike the Toronto milk handlers devised very much more than inconvenience was involved. Milk is a vital food in every household and especially where there are children. To cut it off for even a few days is disastrous.

If the unionized drivers thought they should receive more money for their services that was their business and that of the dairies which employ them. But they had no right to interfere with other sources of supply with consumers looking after their own delivery.

At the first hint of a strike the authorities should have made it clear that alternative sources of milk supply would not only be continued but if necessary instantly expanded. There is no indication from the settlement in Toronto, or elsewhere that this fundamental right of the consumers has been safe-guarded.

## A One-Party State?

It is always possible to get a better view of a mountain from a substantial distance. The same thing holds true of a nation. Canadians, who are rather close to themselves should therefore pay attention when careful observers in Great Britain say that we are becoming a one-party state.

This is not an unnatural conclusion to draw from the fact that the Liberal party has been in power since 1935 and has just been returned by an immense majority. It is not, however, a very pleasing conclusion to those who hold that the possibility of an alternative government is the essential safe-guard of the democratic system and of good government.

The London Observer notes that "the seemingly unbreakable Liberal ascendancy is already subtly changing the character of Canadian politics. One consequence of it is that the scope of party politics gets increasingly restricted to local and provincial affairs; another is that the Civil Service is beginning to rival politics, if not to supersede them, as the road to high office." So far, the Observer thinks, Canadians are getting the best of both worlds, but there may lurk in the background "a danger of ossification and of a blunting of popular participation in public affairs."

There is more truth than is pleasant in this comment. The Observer does not make the further point, but it is a point, that the blame for this state of affairs rests largely on the voters of Quebec, who deliberately support one party at Ottawa and another party strongly opposed to it at Quebec to keep it in check, thus making it impossible for the Opposition party to expect any assistance at Ottawa from one-third of the federal constituencies. This perhaps cannot continue indefinitely. The rigid aloofness of Mr. Duplessis and his following from the federal Conservatives might give way if the Conservative party came to look like a winner. On the other hand it is difficult for it to look like a winner while the Duplessis following remains aloof.

## One Law For All

Outbreaks of strike violence lead to proposals to make unions legally responsible for the actions of their members during strikes. Again last week the whole question was aired at the Canadian Bar Association meeting.

But the very discussion which took place at Quebec is proof that it is not a "yes and no" proposition.

A trade union has no more control over its individual members than an incorporated company has over its shareholders. The company can be held responsible for the actions of its duly appointed officers and agents, but not for those of its individual shareholders. Presumably the trade union could be held responsible for the actions of its officers and paid workers if they were found to be participating in acts of violence.

But the chief result of the policy of holding it responsible would be that those officers would never allow themselves to be found anywhere near where violence occurred. To hold the union responsible for violence committed merely by private members, or even by sympathizers, without evidence that they were ordered or exhorted thereto by an officer, would be very difficult and might be very unjust.

The union could always go through the routine procedure of notifying its members that violence was to be avoided; it usually does so in any event, but it is to be feared that the notification is not taken very seriously.

Despite these complications, if strike violence continues, the demand will grow for society's protection. The non-striker who wants to peddle his milk, the consumer who wants to buy it, and the producer who wants to sell it, have rights. And they are equal rights with the strikers.

However, is the solution more law—or enforcing rigorously what we have now?

With provincial governments ordering really strict enforcement, applying one law to all, there would be no bullying, no threats by strikers, no property damage done.

And perhaps the demand to make the unions legally responsible would also disappear. If it doesn't the labor movement can thank itself.

## Why Help Foreigners

In a double column blast at the continuance of foreign aid by the United States Government the Fort Lauderdale (Florida) News comes out with this:

> "This is a ridiculous situation. No businessman in his right mind would take the profits from his business and use them to set a competitor up in business. But this free-handed Federal Government of ours is taking the profits of American business and scattering them all over the world to help create more competition for American businessmen in the world trade markets."

Now the editor of the News could have saved himself a lot of newsprint, ink and fuming if he had just got out of his swivel chair and had a chat with some of his neighbors right in and around Fort Lauderdale. Had he done so he would have discovered that crazy as it may seem it is mighty good business as well as good Christianity, for Uncle Sam to help his allies build up world trade. And it is especially good business for the folk of Fort Lauderdale and the state of Florida.

Florida prosperity has two main props, the winter tourist trade and the sale of fruits and vegetables fresh or processed. In both cases the buyers are outsiders, many of them from Canada and other foreign countries. To buy Florida oranges and Florida winter sunshine these foreigners must be able to sell something in return. Without their trade modern Florida simply could not exist.

## Many Ways To See Things

"It was six men of Indostan
To learning much inclined
Who went to see the Elephant
(Though all of them were blind)."

This wasn't the last time in history that men examined the same thing and came to different conclusions.

For instance, right now. Neither the Dominion Bureau of Statistics nor the automotive trade are blind like the men of Indostan. But they both have some far different views of the automotive trade "elephant" in this country.

Says the DBS census of distribution: There are 8,394 filling stations, 2,575 car dealers. Thinks the trade: 31,000 gasoline outlets, 5,500 new car dealers alone.

And who is right is anybody's guess. The distinctions probably lie in definitions.

It's a good thing duels were outlawed long before statistics came into their own, or it would be "standard deviations" or "moving averages" at dawn every day of the week.

# *Napier Moore's* Scratch Pad

THE INTERNATIONAL SERVICE of the Canadian Broadcasting Corporation publishes a booklet called Radio Canada. It goes to listeners in other countries, gives schedules of programs broadcast regularly by short wave to Europe, Latin America and the Antipodes, and, in short articles written in various languages, presents information about Canada.

In the October issue there is a piece in German telling about our leading cities, and we are rather afraid that it is going to cause a little confusion. For it says "Winnipeg in Saskatchewan (354,069) took because of its location the surname 'Gateway to the Prairies.' Regina in Manitoba (71,318) is the primary home of the famous Canadian Mounted Police."

* * *

NOT ONLY in matters geographical, but in every way things seem to be topsy-turvy these days.

Even the Royal Navy can get slightly mixed. Beverley Baxter, the Canadian-born journalist and member of the British House of Commons, who was in Toronto last week, told us that at the Coronation Naval Review the ship on which he was guest had the visitors' "grandstand" arranged on the wrong side—the side opposite to that the Queen would sail past.

And we have the Daily Sketch quoting The Times cricket correspondent's account of a Test Match:

> "As the day's sun took its warming effect, the pitch later on cried out with open arms to be caressed and used to the full."

Yes, the London Times, forsooth.

Then, in a big advertisement in the Yorkton (Saskatchewan) Enterprise, we have unusual candor on the part of a used car dealer.

One vehicle is referred to as "A one-owner car. (He couldn't get rid of it till he came to us.)"

Another: "Wish Eric would take this back for $1,189.00."

A third: "We have just installed a new motor. (We had to!)"

A truck is described as "Starting to grow roots." And about another truck the ad says "We would rather not talk about this one."

* * *

IN EDITOR AND PUBLISHER we read that the Supreme Court of Missouri, setting aside a decision of a trial court, has awarded damages to an attorney who sued the Kansas City Star and Times for libel. The paper, in a report on a streetcar collision had quoted police officers as stating that while injured passengers lay on the parkway awaiting ambulances the man was shouting "I'm a lawyer." The court found that the account imputed that he was soliciting business, which was charging him with unprofessional conduct, and that, if untrue it was libelous to print that he was shouting "I'm a lawyer."

What interested us most, though, was the reference made during the hearing to an English court decision made more than a hundred years ago. It was held that the publication concerning an attorney that he was an "honest lawyer" was a libel since it must have been written in irony, meaning that he was not an honest lawyer.

* * *

FROM NOW ON, when you visit Ottawa you aren't going to see people blushing the way they used to blush. The Board of Trade in Canada's Capital City has seen to that. It has ruled that the undraped female form—even if it is only a dummy—is not the best sort of subject for a store window display.

We gleaned this from Style, which says that the issue came to a head when the Ottawa Better Business Bureau received an anonymous letter deploring the practice of small specialty shops in leaving unclad clothes-horses exposed to the gaze of the passing throng. The writer suggested that the dummies could at least wear slips; pointed out that the larger department stores were much more decorous, drawing curtains across their windows when forms were awaiting a change of costume.

The BBB referred the complaint to BOT, which agreed that such sights were not very nice for young people and visitors, and went into action.

* * *

SOME TIME AGO we referred to a speech made by the president of the American Hotel Association in which he said that hotel guests should obey the impulse to pocket the books of matches placed in their rooms. He said a hotel appreciates the advertising it gets this way, and that it satisfied the urge for a souvenir without costing the hotel some more expensive item of equipment.

This has reminded a friend of ours of the days when he used to travel extensively in Europe. He says that in the rooms of the Hotel Avis in Lisbon there used to be beautiful pale green ashtrays. On the upper side was the Portuguese emblem. And on the under side was engraved:

"Honorably pinched from Hotel Avis, Lisbon."

## Stop Me If

An indignant man was shown into the solicitor's office. "Look here," he shouted, "you've charged me for two consultations on the fifth of last month and I was here only once."

"The fifth of last month," said the solicitor, smoothly. "That was a Friday and if I remember correctly it was a very wet day, wasn't it?"

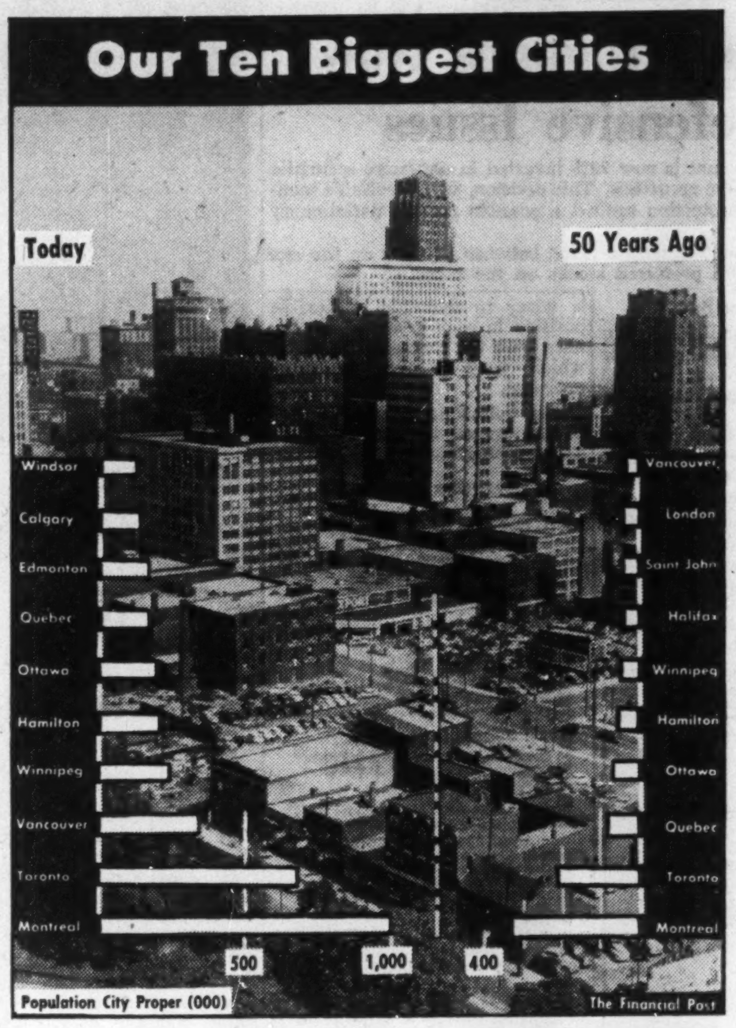
"Yes, it was," answered the client, shortly.

"Well, after you left you came back to ask if you had left your umbrella here."

* * *

Diner—Waiter, there's a twig in my soup.

Waiter—I wouldn't be at all surprised, sir. This restaurant has branchess all over the city.




# Post Scripts

## New C of C President

At the annual conference in Edmonton this week the Canadian Chamber of Commerce elected a native-born westerner president though he comes from the province next door. He is Wilfred John Borrie, president of Pemberton Securities Ltd., of Vancouver.

Born in New Westminster, Bill Borrie went to work in Vancouver before the first world war. When that came along he immediately enlisted in the Royal Canadian Engineers as private and came out as company sergeant major. with the Military Medal and some other decorations. After a course in salesmanship he joined Pemberton's in 1924. In the last war he was active in Victory Loan drives and was on the management committee of the B.C. & Yukon National War Finance Committee. Two years ago he became the first B. C. president of the Investment Dealers Association.

Borrie is a hard working booster for western business—and willing to serve on business organizations. He is a director of the YMCA and Pacific National Exhibition; past president of Vancouver Board of Trade; vice-president of Pacific Northwest Trade Association; past president of Vancouver Executive Association; past chairman of Advertising and Sales Bureau of Board of Trade and former member of Canada-U.S. Committee of Canadian Chamber of Commerce. His recreations are listed as gardening and golf.

Married in 1923 the Borrie family is evenly balanced, one son and one daughter.

* * *

## On The Road

Having taken a hardheaded look at inroads of the trucking and bus industries into volume of rail traffic, the Canadian National Railways has set up a new road transport department.

MR. EYFORD

The new department which will handle traffic transported on rubber rather than steel has called for high level appointments to organize and handle it in the regions of the Canadian National 27,000-mile rail system. In the western region which covers the prairie provinces the first superintendent is Winnipeg born Walter G. Eyford, a graduate of the Canadian National Express department in which he has served 25 years.

Eyford's father, Bogi Eyford, born in Iceland, and a naturalized American citizen from 1893, used to be a United States immigration inspector between Pembina and Winnipeg and lived in Winnipeg. His son left school before he was 18, applied for a job with the Canadian National Express in 1928 and was accepted. He worked in nearly every kind of job in the department and in fact drove trucks for six years which gave some apprenticeship for his new position.

The fact that his father had a United States Government job with domicile in Winnipeg gave him a sort of dual citizenship. Not entirely his own wishes but mainly because of family suggestion, in the last world war he enlisted at Fort Snelling, Minnesota, with the United States Army. He served in France, Belgium and Germany with the Transportation Corps of the American Third Army under Patton.

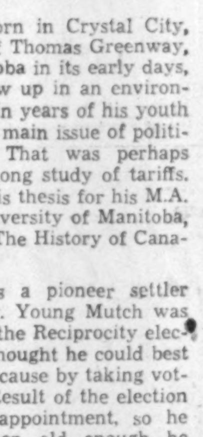
On his discharge he came back to the Canadian National Express in Winnipeg, as an express messenger between Winnipeg and Fort Frances. Less than four months ago he became express traffic supervisor at Winnipeg.

Eyford has a genial power of persuasion which he will need now in helping to negotiate truck and bus franchises for the Canadian National. This will be preliminary to building up the fleet to handle road transport traffic when it comes. His appointment is coincident with three others in the new department, two in the central region where there is a division of truck and bus transport, and one for both in the Atlantic region.

* * *

## Four Times a Winner

As things turned out it may not have mattered, perhaps, but the Liberals lost what looked like a sure winner when Leslie A. Mutch, former M.P. for South Winnipeg, was appointed deputy chairman of the Canadian Pensions Committee this summer. At dissolution of Parliament last spring, Mr. Mutch had served for 18 years, had contested four elections in a riding regarded as one of the most important west of the Great Lakes. After his first election his opponents were generally sure he would be defeated in the next one. The more certain they were the bigger the Mutch majority.



MR. MUTCH

A farm boy born in Crystal City, the home town of Thomas Greenway, premier of Manitoba in its early days, Leslie Mutch grew up in an environment of politics. In years of his youth the tariff was the main issue of political controversy. That was perhaps why he made a long study of tariffs. When he wrote his thesis for his M.A. degree in the University of Manitoba, his subject was "The History of Canadian Tariffs."

His father was a pioneer settler near Crystal City. Young Mutch was 15 at the time of the Reciprocity election in 1911. He thought he could best serve the Liberal cause by taking voters to the polls. Result of the election was a bitter disappointment, so he decided that when old enough he would get into the game himself.

In large measure Mr. Mutch made his own opportunities. He enlisted in World War I and has always taken a keen interest in problems of war veterans. Returning from overseas he enrolled in the University of Manitoba, got his B.A. degree in 1921. By a coincidence in his graduation year the Young Liberal Association of Manitoba was taking an active part in federal politics. Mr. Mutch was one of the leaders of their campaign.

Early in 1924 he was elected chairman of the organization committee of the South Winnipeg Liberal Association. He kept this position until his resignation in 1935 to try for the South Winnipeg nomination.

Once it became known he was seeking the nomination, senior members of his party regarded him as a rather fresh young man not to be taken too seriously. A convention was called in Winnipeg's then leading theatre and the date set. As the time approached older heads of the party organization discovered that younger Liberals in the constituency might be strong enough to reject their candidate and nominate Leslie Mutch. The convention was postponed. Strategically this was a bad move for the cause of those who engineered it. It only rolled up more support for Mutch and when the convention was called there was no doubt of the result.

On several occasions Mutch has told the Liberal Party in the House of Commons not to get too smug about the record, especially on tariffs. From time to time Mutch was mentioned for parliamentary promotion and in his later years he was parliamentary assistant to the minister of veterans' affairs.

# *What Others Are Saying*

## Editorial of the Week

### Monty Should Know Better

Calgary Herald

We find ourselves in the unfamiliar position of taking sharp issue with the redoubtable Field Marsal Viscount Montgomery (who) . . . has been saying some hard and uncompromising things about a group of well-known Canadian correspondents who have criticized the Canadian 27th Brigade in Germany.

Sometimes we get to thinking that in every officer's knapsack, from one-pippers all the way up, there ought to be a framed parchment on which would be emblazoned the words "My boss wears a bowler hat." It might serve to remind those who apparently need reminding that the armed forces, respected and honored though they are, are still the servants of all the millions of obscure civvies who wear bowlers, fedoras, berets, homburgs and ten-gallon white jobs.

Un-uniformed Canadians in all walks of life are paying plenty for the 27th Brigade, and they have an absolute right to know what they are getting for their money, even if the gold-braid department is inconvenienced thereby. After all, we're paying them to be inconvenienced if necessary.

## Other People's Views

TRUCKS SHOULD HAVE BUMPERS and give the motorists behind some protection, thinks the **Toronto Star.** "It is all very well to say that the motorist behind the truck should keep his distance and thus avoid trouble. But the motorist is obliged to have proper bumpers both front and rear. Why not trucks, too?"

OUT OF CANADA'S 1929 wheat experience comes a clear warning, says the **Winnipeg Free Press,** for the Wheat Board now faces a tremendous selling problem. "It is important that wheat be kept moving, not only to keep the handling problem within manageable proportions but also to avoid creating the impression that the Board is playing the old game—which incidentally involved disastrous consequences for the prairie producer."

DULLES SHOULD HAVE kept quiet over the German elections, thinks the **Halifax Chronicle-Herald.** "For an American official to preach 'Adenauer or disintegration' to West Germans at this time must be just as irritating in its way, as for West Germans on some other occasion officially to preach 'Churchill or chaos' to the British, or 'Eisenhower or isolationism' to Americans. One can imagine what a furore any such German action would evoke abroad."

COURTEOUS NOTICES IN parks and public places have a greater appeal to the public, says the **Picton (Ont.) Times.** "From the point of view of cost alone, notices in parks and beauty spots have to be terse and to the point. But this terseness, by cutting out the small words of courtesy such as 'please,' turns them sometimes into brusque orders which produce a certain reader resistance. If that resistance is strong enough, the object of the notice is defeated."

ONCE AGAIN the B. C. Government is trying to sell its Pacific Great Eastern Railway. Observes the **Victoria Colonist**— "Were it not for its long accumulating public debt, the PGE might more easily stand as a business venture on its own merits. It has opened up a considerable section of British Columbia, does a steady traffic in livestock, machinery and other freights, and from a scenic standpoint has few if any equals in the Pacific Northwest. It is the book entries which weigh down the provincial railway, representing the ghosts of old loans which the province advanced for its upkeep through long years. To either the CPR or the CNR the PGE might one day prove a very useful adjunct. In provincial hands it may never mean much more than a financial headache."


## The Financial Post

Member Audit Bureau of Circulations
Member Business Newspapers Association of Canada

RONALD A. McEACHERN, Editor

Charles C. Milne, Gordon L. Smith, associate editors; Gordon M. Grant, mining editor; Paul S. Deacon, investment editor; Donald G. MacLean, insurance and banking editor; C. A. Bassett, features editor; Harley Potter, construction editor; W. L. Dack, chemical editor; Assistants: Vincent J. Egan, James W. Johnston, Victor Koby, Trevor Lloyd, Robert L. Perry, Kenneth White.

Contributing Editor: B. K. Sandwell.

Ottawa: Michael Barkway, 205 Clemow Ave. 2-6349.

Montreal: Gordon Minnes, Peter Newman, 1242 Peel Street, UNiversity 6-9341.

Advertising Manager—Austin A. Weaver.

Advertising Production—Evelyn Carroll.

Circulation Manager—Robert H. Olivella.

Promotion Manager—Stanley E. Caldwell.

Art—Chris V. Yaneff, Walter Kopacz.

Montreal: Murray R. Chipman, eastern manager.

Subscription Terms—Single copies 20c. Yearly in Canada, $6; (two years $11); all other countries $7 (two years $13).

Advertising Rates: Single insertion $7 per inch. Contract terms upon request.

Authorized as second-class mail, Post Office Department, Ottawa.

Main articles indexed in The Canadian Index of The Canadian Library Association, published 10 times yearly and cumulative annually

Other Publications and Services of The Financial Post

CORPORATION SERVICE. A. C. Bowman, manager. Special service for investors, $2.00 per company a year; complete service $32 monthly.

BUSINESS YEAR BOOK. Yearly $3.

SURVEY OF INDUSTRIALS. Yearly $3.

SURVEY OF MINES. Yearly $3.

SURVEY OF OILS. Yearly $3.

DIRECTORY OF DIRECTORS. $10.

Printed and Published by
MACLEAN-HUNTER PUBLISHING COMPANY LIMITED
TORONTO 2: 481 University Avenue, EMpire 3-5981.
MONTREAL 2: 1242 Peel St., UNiversity 6-9841.

Founded in 1887 by John Bayne Maclean.

HORACE T. HUNTER, Chairman of the Board
FLOYD S. CHALMERS, President
DONALD F. HUNTER, Vice-President and Managing Director
THOMAS H. HOWSE, Vice-President and Comptroller

Other MACLEAN-HUNTER Publications:

NATIONAL MAGAZINES: Maclean's, Chatelaine, Mayfair, Canadian Homes & Gardens

BUSINESS NEWSPAPERS: Canadian Advertising, Civic Administration, Canadian Machinery, Modern Power, Canadian Printer and Publisher, Canadian Shipping, Electrical Contractor, Canadian Packaging, Canadian Automotive Trade, Canadian Aviation, Bus and Truck Transport, Hardware and Metal, Canadian Grocer, Drug Merchandising, Canadian Paint and Varnish Magazine, Painting and Decorating Contractor, Canadian Stationer, General Merchant, Le Prix Courant, L'Epicier, Style, Men's Wear, Sanitary Engineer, Canadian Hotel Review, Fountains in Canada, Plant Administration, Canadian Trade Abroad and four other business publications in the United States and Great Britain.

OTHER SERVICES: Canadian Press Clipping Service, Commercial Printing Division, National List of Advertisers.

MACLEAN-HUNTER LIMITED
LONDON: Wellington House, 125 Strand, London, W.C.2; Cable Atabek; Temple Bar 1616.

MACLEAN-HUNTER PUBLISHING CORPORATION
NEW YORK 36: 522 Fifth Ave., Murray Hill 2-7888.
CHICAGO 6: 309 West Jackson Blvd., Harrison 7-7890.

Representative:
DUNCAN A. SCOTT & CO.
LOS ANGELES 5: 2978 Wilshire Blvd. DUnkirk 8-4151.
SAN FRANCISCO 4: Mills Building. GArfield 1-7950.

# How The Nation's Most Consistent Money-Maker Does It

## *Canada's Burgeoning Economy Puts Pressure on Ottawa Mint*

By PETER C. NEWMAN

If you need any further proof of Canada's burgeoning potential, go to the castle-like grey towers of the nation's most consistent money maker: The Royal Canadian Mint.

Booming demand for coinage has meant that even today's 100 million a year (16 hours a day) coin production can't keep up with Canada's insatiable expansion. Over $1.2 million is now being invested to triple the flow of specie into our economy.

Already annual records have been established. For the first seven months of the year, 50% more coins have been issued than during the same period in 1952. (Canadian bank notes are made by two private companies in an entirely separate operation, not under Mint jurisdiction.)

The Mint's annual production hovered around 30 million coins until 1940. Since then, it has more than tripled, with an average output of 100 million coins a year.

### Expansion Under Way

But as capacity has been limited to the pre-war requirement, two shifts plus overtime have been necessary to fulfill coin quotas. The expansion now being completed, is designed to eliminate the need for extra shifts, as well as to provide enough additional capacity (close to 300 million) to take care of accelerated needs of the future.

Main part of the $1.2 million extension is a new three-story building addition, but parts of the old structure are also being renovated. Major new equipment includes five English-made coinage presses and new, automatic rolling mill machinery.

Heading the intricate Mint operation is soft spoken, detail-minded W. C. Ronson — with the Finance Department for 43 years and Master of the Mint since 1947.

"The phenomenal increase of coin usage in Canada today is not just a matter of more business being done by more people. A large part is due to the fact that less and less transactions are being made in multiples of five," he says, pointing to the popularity of 98c price tags, six, seven and eight cent chocolate bars and the current soft drink price.

Running the Mint is much more than just straightening out touchy production problems. You have to anticipate needs, plan ahead to make sure that regional denomination shortages are quickly eliminated.

### How Demand Can Jump

For example, "nickels" were a big item in Toronto for the Canadian National Exhibition. When Vancouver street car fares hit a straight 10c rate, extra "dimes" had to be provided for the city. The jump of most Canadian daily newspapers to 5c meant more demand for "nickels." This year, the new 50c pieces with the Queen's effigy are getting a big play. Switch by Bell Telephone to the 10c pay phone rate resulted in a run on "dimes." Another currently bullish factor on coin consumption is the increasing popularity of vending machines.

Even here, making money is no cinch. No other Canadian product requires as much quantitative and qualitative control during its processing.

Bolted doors separate all departments. As money moves from one manufacturing stage to the next, each batch is weighed to within a hundredth of an ounce. All machines and work benches are thoroughly scraped; plant floors are so clean they shine.

The actual coin-making operation begins with a mixture of the appropriate metals, (including "scrap" coins) which is heated to 2,000 deg. F, poured into molds to form bars, then passed through cold rolling mills about 30 times to get the required thickness. Round blanks are then cut out at a rate of 540 a minute by special presses. Coins are standardized for diameter, their edges turned up to give them longer life, and after a thorough inspection, are heated again to soften them for an imprint.

After being cooled, they are hand fed into tubes which drop them one at a time into a slot where 100 tons of pressure squeezes the coin between the dies to make the impression. About 125 coins are made a minute.

### The New Design

All new coins now bear the effigy of Queen Elizabeth. (The "obverse" side of Canadian coins is always changed with the accession of new sovereigns.) Now, for the first time, the master dies are being made in Ottawa. The plaster model of the Uncrowned Royal Effigy was sent to Canada from the Royal Mint, London. The inscription was cut in the plaster model surrounding the Effigy and an electrotype made, from which the dies were reduced to the dimensions of all denominations of Canadian coins. On the reverse sides remain the familiar canoe, ensign, caribou head, fishing schooner, beaver and maple twig of past Canadian coinage.

When the manufacturing process is completed, the product goes through a rigid inspection routine which is by far the most painstaking part of the entire operation.

Every coin is checked for weights from standards. Both sides of each coin are inspected for discolorization by examination over a running belt. Then, to eliminate the danger of split or otherwise imperfect shapes, all coins are bounced off a steel block — any that don't give a sharp ring are rejected. The finished product is then automatically counted into bags of $100 each and picked up by armed truck.

The money is distributed by Canada's chartered banks. They apply for coinage under their credits with the Bank of Canada, which pays the full face value to the Mint.

Here is a table showing a breakdown of the Royal Canadian Mint's production during 1952:

| | Number of pieces |
|---|---|
| Dollar | 411,148 |
| 50 cents | 2,597,185 |
| 25 cents | 8,864,762 |
| 10 cents | 10,474,455 |
| 5 cents | 10,891,148 |
| 1 cent | 67,631,736 |
| TOTAL | 100,870,434 |

### The Cost of Money

Cost of money is difficult to pinpoint. Actually, it fluctuates with the price of silver and copper — the main components. "Silver" coins contain 80% silver and 20% copper. The "nickel" no longer made of its name-sake, is of chrome-plated mild steel. The penny's mixture is 98% copper, ½% tin and 1½% zinc. Value of materials account for about 60% of the coin's value. It's estimated that this plus labor content and overhead, amount to almost the full face value of each coin, although no effort is made to equalize the two figures.

In normal usage coins last about 30 years, but mutilation accounts for the recall of some much sooner. About $70,000 worth is withdrawn from circulation every year, through bank branches.

Why the "money well" is never filled, despite mounting annual coin production is a bit of a mystery. One explanation is that in a booming economy not only the amount of money in circulation increases, but also the rate at which it changes hands.

There are about one and one-half billion coins now circulating in Canada. Here is a breakdown by denominations of total coinage minted in Canada up to the end of 1952:

| | $ |
|---|---|
| Dollar | 4,267,828.00 |
| 50 cents | 15,616,630.50 |
| 25 cents | 41,127,707.50 |
| 10 cents | 26,069,884.00 |
| 5 cents | 17,577,107.00 |
| 1 cent | 11,693,375.08 |
| TOTAL | 116,352,532.08 |

NOTE: Gold coins, 20c pieces and ½c coins, minted for only brief periods are not included in this table.

Prospective money makers are carefully screened by the Mint as well as the RCMP. Turnover of the 225-man labor force is very small; all have Civil Service status. While no one is searched at shift's end, employees aren't allowed to leave the plant during working hours, except in extreme emergencies. Two cafeterias are operated for their convenience. A detachment of "Mounties" keep constant guard at the only gate in the high, lance-like steel fence that surrounds the Mint property.

Another major Mint activity is the refining of gold and silver for Canadian mines. Bars arrive as "rough" gold (20%-99%) are put through a chlorination process to remove impurities and emerge in 400-oz. bricks of uniform (99.5%) gold content. Bricks are then shipped to Fort Knox or held for the mine to sell on the free market. Last year, nearly five million ounces of gold were refined.

Commercial contracts are generally discouraged. A contract offer to make tokens for the New York subway was turned down. (The Toronto Transportation Commission hasn't as yet approached the Mint for the manufacture of its tokens.) Three million Coronation commemorative medallions were minted for Canadian school children earlier this year. Immediately after the war, over 3.5 million campaign medals were turned out.

Canada had no coinage of her own until 1858 when England's Royal Mint cast the first distinctively Canadian exchange. This arrangement continued until the Ottawa operation was set up on the old country model in 1908.

Rigid inspection routine is most painstaking part of Canadian coin making. Both sides are exposed to view on this examining belt to aid spotters in picking out defective coins.

W. C. RONSON
*Master of the Royal Canadian Mint*

## A Canadian Growth Indicator

One indicator of economic activity across Canada is this table of how the Royal Canadian Mint's products were distributed during 1952. Amounts issued to the various agencies of the Bank of Canada are shown:

| | Dollar $ | 50 Cents $ | 25 Cents $ | 10 Cents $ | 5 Cents $ | 1 Cent $ |
|---|---|---|---|---|---|---|
| Calgary | 43,000 | 65,000 | 242,000 | 109,000 | 57,000 | 94,200 |
| Halifax | 6,000 | 76,000 | 133,000 | 86,000 | 43,500 | 42,840 |
| Montreal | 83,000 | 3,000 | 351,000 | 71,000 | 30,300 | 159,060 |
| Ottawa | 19,767 | 44,000 | 176,000 | 216,000 | 79,560 | 10,000 |
| Charlottetown | ...... | 4,000 | ...... | ...... | 600 | 3,480 |
| St. John's, Nfld. | 11,000 | 58,000 | 32,000 | 51,000 | 23,400 | 29,580 |
| Regina | 7,000 | 84,000 | 251,000 | 141,000 | 54,600 | 59,100 |
| Saint John, N.B. | 2,000 | 10,000 | 93,000 | 36,000 | 18,600 | 16,080 |
| Toronto | 184,000 | 585,000 | 558,000 | 316,000 | 195,000 | 172,500 |
| Vancouver | 8,000 | 205,000 | 265,000 | 75,000 | 65,500 | 63,300 |
| Winnipeg | 27,000 | 5,000 | 124,000 | ...... | 8,400 | 33,600 |
| Sundry Persons | 11,577 | 1,158 | 737 | 312 | 504 | 80 |
| Total | 402,344 | 1,140,158 | 2,225,737 | 1,101,312 | 576,965 | 683,820 |

NOTE: An amount of $597.80 distributed in 5c nickel pieces is not shown. Sundry Persons stands for collectors and agencies that write in for money, other than the Bank of Canada. The table shows only what was distributed through agencies of the Bank of Canada itself.


### There's no mystery about it . . .

Buying a bond is something like buying a hat, a pound of nails, a can of peas or a motor car. There's no mystery about it . . . it is really just a simple business transaction.

When you come to any of our offices to buy a particular bond we usually sell it "from stock" . . . if we haven't got it, we do our best to get it from some one who is willing to sell. There is no fee or commission on this type of business . . . the difference between the price we have paid for the bond and the price you pay us is our profit . . . just like most other merchants.

As investment dealers we have a department that specializes in buying and selling bonds . . . we call it the bond trading department. Our traders maintain direct telephone and teletype contact with our own offices as well as with other investment dealers across the country. In varying degree other dealers maintain similar departments. It is this close and constant "keeping in touch" with those who want to buy and those who want to sell that makes for fair and effective bond trading.

Apart from the mechanics of buying and selling, many people are interested in what determines the level of bond prices. Basically, it is just a matter of supply and demand . . . but there are elements of value which have a bearing. For instance . . . quality, coupon rate, term of investment and the general level of interest rates. The elements of value become translated into price through the activities of the investment industry's bond traders.

Our bond trading department is pretty active. Its activities reach into all the principal markets in which Canadian securities are dealt. If you want to buy or sell, the chances are we can do business with you immediately. If what you have or what you want is out of the "active" class, our traders will do the very best they can to help you. Whether you are buying or selling . . . or just want to know what your bonds are worth, the services of our bond trading department are available to you . . . either personally or by mail, through any of our offices.

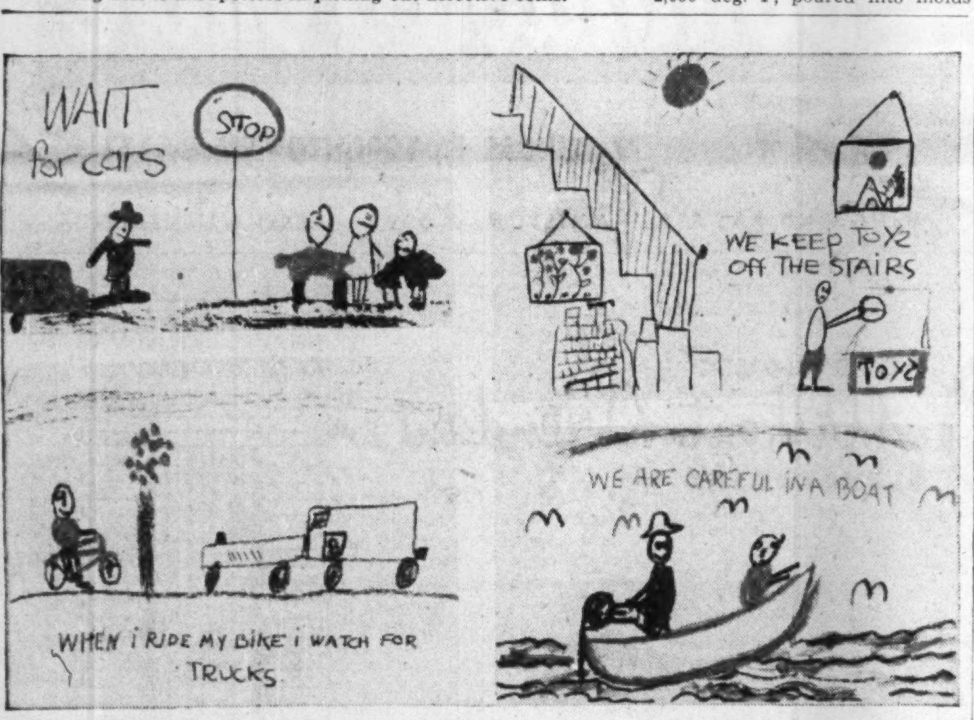
**A. E. Ames & Co.**
**Limited**

*Investment Dealers—Established 1889*

TORONTO

MONTREAL WINNIPEG VANCOUVER VICTORIA CALGARY LONDON OTTAWA
HAMILTON KITCHENER OWEN SOUND ST. CATHARINES QUEBEC
NEW YORK BOSTON LONDON, ENG.






## They're never too young to learn SAFETY

After school opens this fall, many classrooms will be decorated with pictures like those shown above. All of these pictures were actually drawn by children in the first grade.

These simple sketches show that even very young children can grasp the importance of safety and can apply its rules in their daily lives. In fact, our greatest hope of reducing the high toll of childhood accidents . . . on streets and highways, in homes, and elsewhere . . . depends largely on helping young children to develop the attitudes and skills necessary for their safety now and in the future.

The vital importance of the problem of childhood accidents is clearly emphasized by the record:

**Accidents kill annually about 2,000 children under age 15 in Canada. In addition, hundreds of thousands of children are temporarily or permanently injured by accidents every year.**

When children return to school, they will be exposed to an increased number of potential accident situations. This raises the question, is there anything you can do to help save children from accidental injuries or loss of life? Indeed, there is. You can put more stress than ever on habits of safe conduct.

All children — especially those just entering school — should be warned to take safety precautions in the streets. They should learn to cross only at crossings, to obey traffic lights, to look both ways before stepping into the street, and to face traffic if they have to walk on a road.

If a child rides his bicycle to school, he should know and obey such rules as keeping to the right, riding single file and signalling for turns. Moreover, it is wise for parents to make sure that the bicycle has good brakes, a warning bell, a front light and a rear reflector.

Children may also be helped to avoid accidents if parents themselves set a good example by consistently practicing habits of safety in the home and elsewhere. Now is a good time to teach children that the safe way of doing things is really the best way. You can do this, for example, by checking your home and removing possible accident hazards. Among other things, guns, ammunition and poisons should be locked up.

If, despite your protection and training, your child has repeated accidents, it would be wise to consult your family doctor. Sometimes accidents may be caused by physical or emotional conditions which he can help correct.

Remember that most accidents do not "just happen". Some authorities estimate that 90 percent or more of them are preventable. So, make your child safety-minded as he enters or returns to school. You may save him needless injury . . . and spare yourself some anxious moments.

Metropolitan's new booklet, "A Formula for Child Safety," tells how parents — by understanding their child's behaviour at various stages of growth — can anticipate and forestall many accidents. Use the handy coupon for your free copy.

COPYRIGHT CANADA, 1953 — METROPOLITAN LIFE INSURANCE COMPANY

**Metropolitan Life Insurance Company**
(*A MUTUAL COMPANY*)
Home Office: New York
Canadian Head Office: Ottawa

Metropolitan Life Insurance Company
Canadian Head Office:
Ottawa 4, Canada.

Please send me a copy of your booklet, 93-Y, "A Formula for Child Safety."

Name ..........
Street ..........
City .......... Prov. ..........


# N.B. To Probe School Grants

From Our Own Correspondent

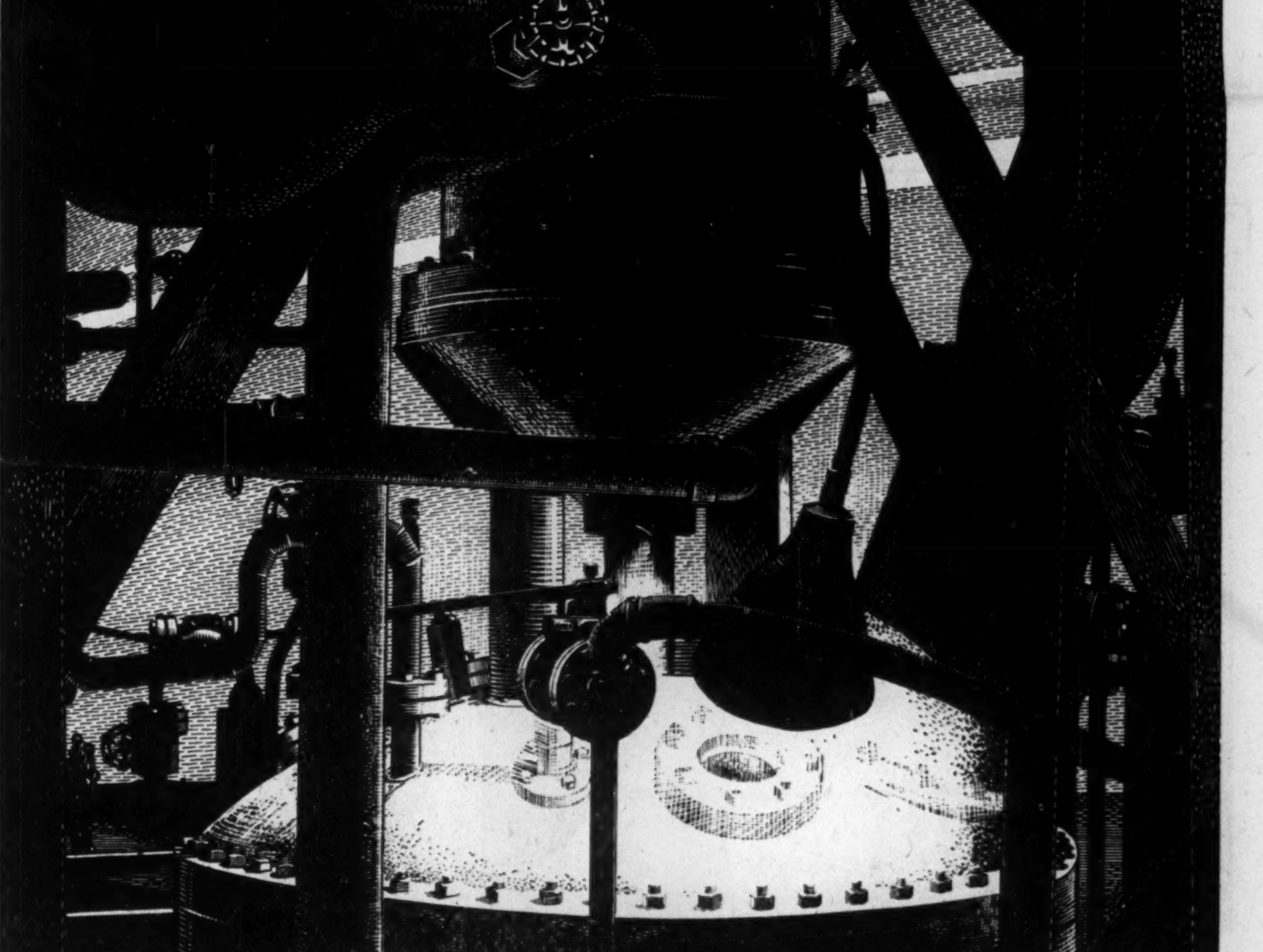
FREDERICTON — New Brunswick's provincial school grants are due for a probe. The Government has appointed a Royal Commission to work out a more equitable distribution of all governments grants to municipalities in connection with education.

Dr. W. H. Mackenzie, Saint John schools superintendent and an authority on education financing, is chairman. His Commissioners: Miss Julianne Levesque, an Edmonton school teacher, and R. Ronald Stewart, a Hartland insurance broker.

Education Minister A. C. Taylor said the Provincial Government distributes more than $8 millions a year for educational purposes, including capital expenditures for schools, teachers' grants, university grants, school buses, consolidated school grants and the equalization fund.

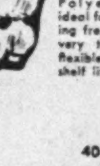
The Royal Commission, he said, will listen to briefs in most of the New Brunswick municipalities, enquiring into distribution of grants, valuations, and tax-paying ability in New Brunswick compared with that in other provinces.

**ARCAN CORP.** common shares were called for trading on the Canadian Stock Exchange Sept. 4, following removal of Transvision-Television (Canada) Ltd. shares from the list. Name of the latter company has been changed to Arcan Corp. and its shares consolidated on a one-for-20 basis, with 93,406 now outstanding.

GRINDING WHEEL: Bonded with BAKELITE Phenolic Resins permits high-speed grinding with increased safety to operators.

AUTOMOTIVE AND AIRCRAFT IGNITION PARTS: Distributor cap moulded from BAKELITE Phenolic moulding compounds because of their resistance to moisture, and excellent dielectric properties, long service life, and light weight.



EXTRUDED POLYETHYLENE PACKING BAG, Extreme resistance to most acids makes BAKELITE Polyethylene ideal for packaging fresh foods—very tough and flexible — good shelf life.

# BAKELITE

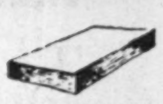
TRADE-MARK

## resins for industry

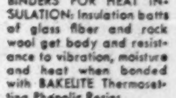
Whether your product has to have good finish, durability, resistance to wear, moisture, or chemicals, or excellent insulating properties, the order can be filled with a BAKELITE Resin. BAKELITE Phenolics possess a wide range of properties, so that you can be sure of finding the plastic to fit your particular needs.

The products shown here are a few examples of the use of BAKELITE Resins.

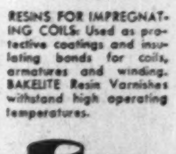
For a consultation with BAKELITE Engineers re improved product design or easier production telephone or write:



GLASS & ROCK WOOL BINDERS FOR HEAT INSULATION: Insulation batts of glass fiber and rock wool get body and resistance to vibration, moisture and heat when bonded with BAKELITE Thermosetting Phenolic Resins.



RESINS FOR IMPREGNATING COILS: Used as protective coatings and insulating bonds for coils, armatures and winding. BAKELITE Resin Varnishes withstand high operating temperatures.



INTERIOR FOOD CAN COATING: Resist the corrosive acid action of canned vegetables and fruits on the metal can.

## BAKELITE COMPANY (CANADA) LIMITED

40 St. Clair Ave. E. Toronto—PR. 5451 | Box 395, Belleville, Ont. | Telephone 3720 | 630 Dorchester St. W. Montreal—UN. 6-6138

- PHENOLIC MOULDING MATERIALS
- IMPREGNATES
- INDUSTRIAL LAMINATED SHEET TUBE AND FABRICATED PARTS
- RESINS AND VARNISHES
- POLYETHYLENE
- POLYSTYRENE

**DIRECT WESTERN WIRE**

Effective Monday, September 14th, 1953, this firm will operate a direct Western Wire to Locke, Gray & Company in Calgary and Vancouver. Through Locke, Gray & Company's correspondents this wire will reach 33 of the principal cities in central and western U.S.A.

*Orders handled on all exchanges — Brokers' Enquiries Invited.*

Telephone EM. 8-7411 — Unlisted Department

**DOHERTY ROADHOUSE & CO.**

MEMBERS TORONTO STOCK EXCHANGE

255 BAY STREET TORONTO


LABOR ROUNDUP

# How Far Can We Go With It

## Fear Of Violence Stops Non-Striking Toronto Milkmen

When the foam settled Monday morning and Toronto's striking milk drivers climbed back on their wagons, the old story began to take shape. The consumer and the producer had been caught in a two-way union squeeze.

Perhaps the most important outcome of the strike was the public feeling against the strikers. And the most indignant was the man who bought from the one big dairy, not strikebound, whose employees belonged to a different union. That dairy stopped deliveries in fear of union violence. At mid-week there was a possibility of its union striking.

Fear of violence was natural enough; skirmishes on the first day reminded company officials of the extensive strike violence in the recent truck strike in Southwestern Ontario and in the mining country in the north.

The questions being asked this week: how far-reaching is this danger of union violence to be? Is this fear of violence to paralyze allied services when one union decides to strike?

**The Next Step?**

Carried further, this could mean dairies would stop selling milk over the counter during a drivers' strike because they feared violence to employees behind that counter.

Carried to the extreme, a general work stoppage might result from every individual strike.

Courts in Ontario have handed out some stiff sentences to picketers convicted of violence this summer with judges accompanying the sentences with warnings that further violence would bring similar results. Whether such punishment will curb the unlawful acts remains to be seen.

Basically the dispute was over wages and hours of work.

The original union demand was for an $8 weekly pay hike for salesmen and a minimum of $7 for inside workers. The conciliation board recommended $4.50 per week for salesmen, $5.50 for inside workers. The dairies agreed to the report, offered an additional $1 for salesmen. The union executive accepted the board report, the membership turned it down. A later meeting — Monday morning — accepted an offer of a $6.50 wage boost and $50 in retroactive pay to cover the period since the old contract expired.

Here is what happened in the dispute over hours.

The dairies asked deliveries be reduced from six days a week to five with Wednesday deliveries eliminated. The conciliation board recommended this be carried out. The union opposed the five-day week suggestion saying it would eventually cut down employment, would cut into commissions because housewives would buy milk at stores for the two no-delivery days and would put too much of a load on drivers on preceding days.

Later the union said it would favor a five-day delivery week providing Saturday was chosen instead of Wednesday. The Ontario Milk Control Board then ordered a five-day delivery week with elimination of Wednesday deliveries and the union accepted the edict Monday morning.

**Pay Scale Now**

Result of it all is that average earnings of salesmen — $58 before the strike — will be boosted to more than $64.50 on the same sales volume. Earnings will be more than $64.50 because the men will get higher bonus; how much more hasn't been figured but a good guess would be approximately $2.

The dairies expect the savings effected by the shorter week will eventually cover the extra wage bill.

For most consumers, the short strike meant inconvenience. They had to either do without for the three days or travel to suburban dairies — or further — and buy supplies directly. Others resorted to canned or powdered milk.

Biggest losers were the producers who dropped an estimated $80,000 daily.

* * *

In the midst of it all, the Canadian Bar Association, meeting in Quebec City, passed a resolution that all strikes involving public health and safety be made illegal and that such disputes should be settled by compulsory arbitration.

Answered CCL President A. R. Mosher, at the annual convention in Montreal: "Legislation of that character could have no other effect than to make slaves of the workers . . . organized labor will not only resist any further curtailment of its rights but will continue its efforts to remove restrictions presently in effect."

* * *

***Steel To Ask Parity***

Nobody was startled when Steel's policy committee, meeting in Montreal last week just prior to the annual CCL convention, decided to press for wage parity with Steelworkers in the U. S. The union has been talking that way for years and last year got parity on the basic rate.

When U. S. Steelworkers got an 8½c raise on their basic rates early this summer, Steel here said it would go after the same. Spasmodic negotiations haven't brought any results so far.

And while the union policy makers in Montreal made it sound as though they were going to make over-all parity an immediate goal, it is actually a long-term objective. What they will probably go for first is parity on the increment; difference between job classifications in Canada now is 4c, in the U. S. — 5½c.

Another reason for Steel not going after over-all parity immediately is the wholesale reclassification of jobs now being carried out. It is expected this will be completed by April of next year and under terms of last year's contract, will be retroactive to April 1, 1953.

In view of this — and the opposition of steel companies toward granting big increases now — it looks as though Steel won't press demands too hard this year and may well settle for slightly less than the 8½c U. S. increase.

Another factor that may modify Steel's ambitions is the prospect of extensive changes in Ontario's labor legislation at the next session of the Ontario legislature. There is a growing feeling among management representatives that illegal strikes should be made the basis for union decertification; a Steel strike would not be legal this year when the contracts are opened up for consideration of wages only and such illegal action by the union would point up value of such legislation.

## Deny Rumor, But CNR May Yet Buy Vermont Rail Co.

MONTREAL (Staff)—Canadian National Railway Co. is not contemplating the purchase of the Rutland Railway Co. at the present time, despite persistant rumors to that effect.

While CNR has denied intent to buy the Vermont railroad, possible acquisition at a later date has not been ruled out. The Rutland owns the middle part of the valuable Montreal-New York connection, and has considerable assets in rolling stock.

CNR already operates Central Vermont Railroad in the state and purchase of the Rutland would give it a direct passenger and freight service to New York. The CPR uses facilities of the Delaware & Hudson Railroad in Vermont. The possibility has been raised that the Rutland property might be purchased by New York Central, but there has been no confirmation from either side.

At present, the passenger service of the Rutland railroad is tied up, because of a strike, but its freight runs are remaining active.

## B. C. Refinery To Cut Prices

Increased refining capacity in B. C. and the Pacific Northwest of the U. S. may cut West Coast petroleum prices, according to J. R. White, president of Imperial Oil Ltd. But the cut won't be large.

Imperial has just opened a completely rebuilt refinery at Ioco, B.C., on Burrard Inlet near Vancouver.

"We are confident," said Mr. White this week, "that a (price) reduction will be in order."

"With the building of new refining equipment here and in the Pacific Northwest states, the increased volume of crude moving will permit lower laid-down costs which will result in further benefit to the consumer," he added.

Mr. White said the Ioco refinery was enlarged because of an assured supply of crude oil from Alberta via the Trans-Mountain Pipeline.

Any price reduction will depend on Trans-Mountain's tariffs when the crude starts flowing this fall. But even if the line carried the crude free, the maximum reduction in crude's price would be only two cents a gallon, Mr. White added.

"Obviously," he said, "any reduction in product prices must be materially less than this figure."

The rebuilt Ioco refinery is the most modern in Canada, Imperial claims, and the largest in the Pacific Northwest. It cost $13.5 millions, took 18 months to complete, can turn out 22,500 barrels of products a day, has B. C.'s first fluid catalytic cracking unit.

## Harry Ferguson Inc. Vice-Pres. Resigns

Horace D'Angelo, executive vice-president and general manager of Harry Ferguson Inc., Detroit, has resigned effective Oct. 15.

"Now that the agreement with Massey-Harris has been signed and actual amalgamation is in sight, I feel that I can in good conscience proceed to carry out my own personal plans," said Mr. D'Angelo. These plans have not yet been announced.


Established 1899

CONTINENTAL LIFE FOUR SQUARE

THE CONTINENTAL LIFE INSURANCE COMPANY

"Wishing won't do it but Life Insurance will"

Head Office TORONTO

"MUSKETEER" by Leishman

At an Unbelievably Low Price

2-piece — Ready for Wear

$75

Custom Tailored — Slightly Higher

"Musketeer" by Leishman for Fall goes on to greater heights in style, fabric, tailoring and value—a truly exceptional suit in rich-looking, imported worsteds, English tweeds, fine cheviots and other exclusive patterns and colours. An outstanding value from Canada's most respected clothing name. Now showing at your Leishman dealer.

*Canada's Most Distinguished Clothes*
*At Fine Clothing Merchants Across Canada*

**Wm. H. Leishman & Co. Ltd.** Toronto

★ FOR BUSINESS OR PLEASURE ★ OUR CARS INSURED

RENT A New FORD

★ 24-HOUR SERVICE

Dominion-U-Drive

77 DUNDAS E., TORONTO – EM. 8-1111

KING AND BAY STS., HAMILTON—3-0922 ALSO WINNIPEG

D-53-1

### Do You KNOW What is in Your Home?

W. C. BUTLER *Manager for Canada*
H. G. FLOWER *Asst. Mgr. for Canada*
F. G. CHANDLER *Assistant Manager*
G. R. HEATH *Assistant Manager*

If not, we suggest you make a careful inventory of the furnishings — furniture, rugs and drapes, pictures, clothes, books, dishes, silverware — the dozen and one articles you have added to the original furnishings . . . and make certain they are insured on present values.

And, of course, see that the house is insured on today's replacement costs.

PEARL ASSURANCE COMPANY LIMITED of London England

THE EUREKA SECURITY FIRE AND MARINE INSURANCE COMPANY

Head Office for Canada: VICTORY BLDG., TORONTO

ALL FORMS OF FIRE AND CASUALTY INSURANCE

### THEY KNOW IT PAYS

## To ship via the Port of Toronto...

• Vessels set course from Rotterdam, Antwerp, Oslo, Copenhagen, Hamburg, London, Manchester, the Mediterranean, New York, and the Great Lakes with cargos labelled . . . *ship via the Port of Toronto.*

They ship to the Port of Toronto because it is the gateway to Canada's richest market—Ontario, where almost one-half of Canada's buying power is concentrated. The great Province of Ontario is served *direct* from the Port of Toronto by Canada's gigantic trans-continental railway systems, modern, super highways, and a combined seaplane, airplane base.

The Port of Toronto is designed to accommodate large tonnage ocean traffic at its ten miles of dockage. Loading and unloading is carried out efficiently and speedily by highly skilled stevedoring companies. Yes, you, too, will find that it pays to *ship via the Port of Toronto.*

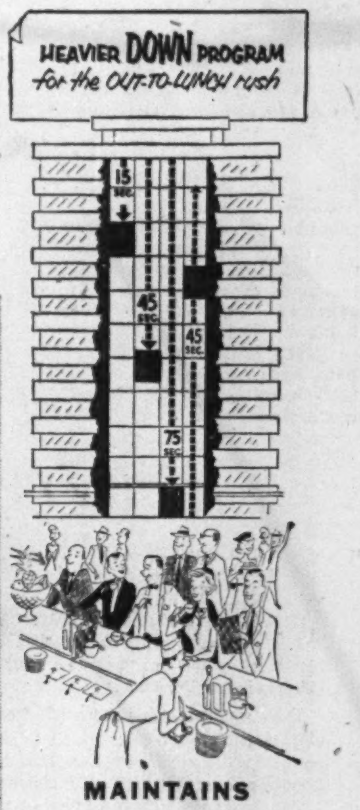
You will be interested in the free booklet "PORT OF TORONTO." It contains full information about the Port's facilities, waterfront real estate and Port engineering. It is fully illustrated and will give you a complete picture of the Port and what it means to you when shipping to Canada.

THE TORONTO HARBOUR COMMISSIONERS

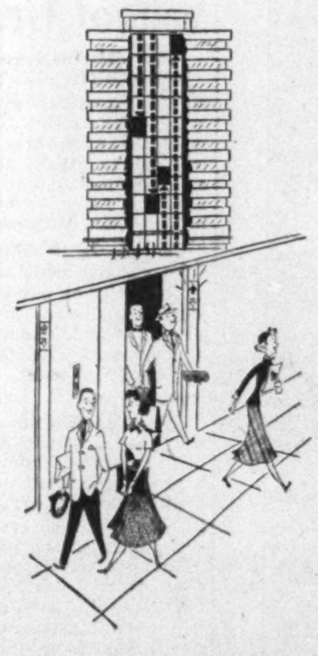
W. H. Besley, O.B.E., *Chairman* — M. D. Kinsella, M.D., C.M., F.A.C.S. — Charles S. Morrow
George A. Wilson — F. D. Tolchard
E. B. Griffith, B. Com., *General Manager and Secretary*
E. L. Cousins, C.B.E., C.E., *Consultant*



Otis AUTOTRONIC® Without Attendant ELEVATORING




PROVIDES FREQUENT UP SERVICE



Car balance alternates between 3 cars down, 1 car up; and 2 cars down, 2 cars up

MAINTAINS MORE DOWN CARS

Autotronic—WITHOUT ATTENDANT—Elevatoring keeps service predominantly down at the start of morning and afternoon coffee breaks and lunchtime periods. At the same time, it continues to provide frequent up service.

A Heavier-DOWN program is illustrated above. 4 cars are shown operating on a 30-second dispatching interval.

The car balance alternates between 3 cars down, 1 car up; and 2 cars down, 2 cars up. This is accomplished by keeping the cars equally time-spaced. In this case, 30 seconds apart.

The down trip, with frequent stops to pick up passengers, takes 75 seconds. The return trip, because of lighter traffic demands, takes only 45 seconds.

The fast return trip and automatic features of Autotronic supervision keep the cars equally time-spaced and maintain the alternating car balance.

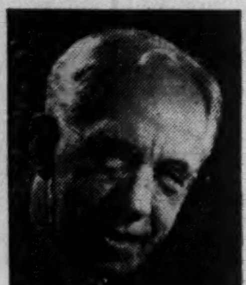
Another program, Heavier-UP, keeps service predominantly up at the end of coffee breaks and lunchtime periods.

These two programs are exclusive Otis Autotronic features.

Autotronic—WITHOUT ATTENDANT—Elevatoring saves up to $7,000 a car, each year. 6 automatic programs operate the cars as a coordinated group. Program selection can be completely automatic. Diversified traffic can be handled in large, or small, office buildings, hotels, and hospitals. Ask any of our 21 Branch Offices across Canada about new or modernized installations.

Otis Elevator Company Limited, Head Office and Works: Hamilton, Ontario.

BETTER ELEVATORING IS THE BUSINESS OF OTIS



# Sandwell Here

By B. K. SANDWELL

MY BELIEF THAT NO INDIVIDUAL PERFORMER could ever perform effectually to the 17,000 people (I think that is the right figure), on the grandstand of the Canadian Exhibition at Toronto has been rudely shattered. Victor Borge did that very thing most successfully throughout the 14 days of the show. It would still be beneficial if somebody would invent a device by which his physical appearance could be magnified by six or 10 times, like his voice and the sound of his piano, but I realize that that is a great deal to ask of any inventor. It will come, but perhaps not soon.

Meanwhile, not only was Mr. Borge a perfect artist with the microphone, even on wet nights, but the whole show was far more imaginative and had more eye appeal than any of its predecessors. Whether this is to be credited to luck or to more efficient management we shall not clearly know for a year or two more. Solo dancing, however, is still completely ineffective on so vast a stage, and the ballet people might just as well reconcile themselves to the fact that nothing performed by less than forty dancers has any real impact on the audience.

Precision drill is the exactly right sort of performance for that stage, and the armed forces acquitted themselves magnificently.

## Communists Go To Church

ONE OF THE SADDEST THINGS about this "infiltration" of religious organizations by Communists, to my mind, is the destruction of valuable agencies within the churches which always results from it. The Communists naturally head for those forms of activity which are or should be concerned with the protection of the weak and the uplifting of the downtrodden, not because Communism is in the least interested in the weak or the downtrodden, but because it has to claim to be in order to get anywhere.

Thus I notice that the "target" of the infiltrators in the Roman Catholic organizations of the United States was "the defunct Catholic Committee on Human Rights." I can imagine few things more valuable for the maintenance of a sound concept of human rights than precisely such a committee, honestly administered. But the presence of men who cannot by any possibility even believe in the existence of God, destroys the organization even before the hypocrisy of the Communist members is revealed.

The estimate that there are 600 Communist clergymen in the United States does not appear to be excessive, in view of the extreme ease with which, in many denominations, it is possible to secure ordination in that country. (I should not like to claim that conditions were much better in Canada, in the more loosely organized bodies, but these are much less influential than in the States.) The difficulty of detecting such masqueraders is very great, until they are denounced by someone who knows of their "cell" activity, and even then the denunciation is not always convincing and may be false. The general rule for all religious bodies should be to distrust anybody whose conduct appears to be consistently favorable to Communist causes. A single action, such as support of the present Communist peace campaign, does not prove much; but a course of successive actions tending in the same direction can hardly be merely coincidental.

## Not Our Way, Thanks

LIFE MAGAZINE SHOULD QUIT telling our Canadian women how golf ought to be played. The American attitude about golf is the same as about all other games; it holds that nothing matters except winning.

Life was astonished and horrified when, in the recent U. S. women's amateur tournament, that excellent Canadian sportswoman, Marlene Stewart, shooting an extra hole for the play-off against Joyce Ziske, another 19-year-old who comes from Wisconsin, missed a four-foot putt and thereupon "conceded an 18-inch putt, and the match, to Joyce." "You stay after school," says Life to Marlene, "and write out 500 times: 'I will never, never, never concede another 18-inch putt — especially on the 19th hole'."

Don't do anything of the kind, Marlene. Amateur golf is a game for sportsmen and sportswomen. It is not like horse-racing, which is carried on chiefly to provide something on which people can bet. It has room for the courteous gesture and the gallant tribute. Life thinks that you should have exacted the playing of that final shot, and describes the various forms of nervous strain by which your opponent's stroke might have been damaged so that she missed the hole — all of them purely a matter of nerves and not of skill. Well, if winning is all that matters, that is that and Life is right. But a great many Canadians admired you for conceding that shot and thought that you were giving an example of good sportsmanship in a place where it might do a lot of good.

## Mr. Douglas, How Could You?

THE TECHNICAL EMPLOYER, who was supposed to have been eliminated in Saskatchewan, seems to be getting back some of his power to grind the faces of the poor. The orders under the Minimum Wage and Hours of Employment Acts have been extensively amended this year, and I note with sorrow that my friends the editors, reporters and advertising men of Saskatchewan no longer can collect time-and-a-half for overtime after 44 hours a week; they have to average their week over a month. This, however, is nothing to the plight of the oil-truck driver, who can get his overtime only on a yearly basis; whatever excess hours he works during the busy season may be offset by reduced hours during the slack season. It seems hardly worth while to keep track of overtime at all if one has to wait so long to collect. Skating rink workers must average up for the month; swimming pool workers, for some reason which I do not understand, can average up for two weeks only; if they work over 88 hours in two weeks they get overtime, even if they only work 70 hours in the next two weeks.

Doctors and lawyers are still exempt from the Acts, thus being put on a social level definitely above that of editors, and equivalent to that of "country cream pick-up drivers whose wages are not less than $150 a month." New additions to the exempt list are "the occupation of a cook, cookee, bull cook or watchman in the logging industry" and various occupations in the seismographical and geophysical industries.

## It Was a Good Age, Too

THE "SIXTY YEARS AND MORE AGO" about which Torontonian J. V. McAree reminiscences in "Cabbagetown Store" (Ryerson, $2.50) were spent by him in a grocery store on a Parliament Street corner, and by me in various locations on St. Mary Street, Davenport Road and elsewhere in the north centre part of Toronto, so we never in those days made contact.

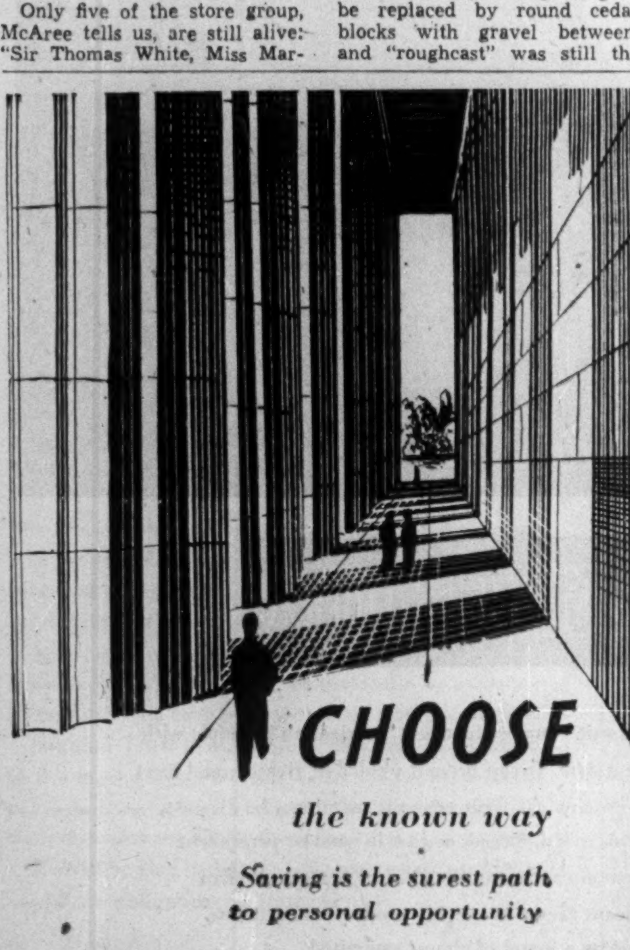
Only five of the store group, McAree tells us, are still alive: "Sir Thomas White, Miss Margery Hutchison, a cousin, my brother Thomas Cauldwell McAree, and myself." There must be about the same number, or fewer, of survivors of the Zion Congregational Church (on College Street) of those days which was the centre of my own social relationships. Reading this book is like being transported back into the Toronto of the '80's, when the mud streets were just beginning to be replaced by round cedar blocks with gravel between, and "roughcast" was still the prevalent architectural medium.

McAree says the store had a telephone, but I should like to know when it was installed; few of the stores where I did business had one before 1895. It had no bank account, and he does not remember ever seeing a cheque there. Branded tea appeared during the period he covers, Mazawattee and Ram Lal being the forerunners. Bananas were red, shorter and thicker than the present ones, and I endorse his view that they had a more luscious flavor. In just one item McAree goes back behind my time; he remembers seeing a man wearing a stock.

The family were Methodists, and abhorred ordinary playing cards. They therefore played a game about the same as euchre, but with cards bearing the names of well-known books and authors. I remember them well. I remember also a game which he does not mention, carpet bowls, played with heavy balls about 3½ inches in diameter, which were rolled on the carpets which then extended from wall to wall, or left only a foot or so of stained floor on each side. The game required a good length of floor, provided in the middle-of-town houses of my district by the continuous living-room-dining-room arrangement with only an archway between; possibly Cabbagetown did not have these hallmarks of respectability. Crokinole, which he mentions, I should have said was later.

McAree's uncle and aunt graduated, so to speak, from Methodism and eventually played straight euchre, probably ensnared by their previous experience with Authors.

There are many delightful "characters" in the book, but the really noble character is Aunt Polly. There is something that the 20th century has lost in McAree's account of her "family pride." "It was not vanity or conceit that she tried to implant in all of us. It was a decent pride, and if this involved our thinking that we were a little better than our neighbors, what of it? We were, weren't we? . . . God knows that in those days the family had little to be proud of except a reputation for fair dealing and hard work and the indomitable spirit of its women. But this adds up to quite a bit, and it helped us all to value a good name." It was a good age to be brought up in, and Toronto was a good city.


OPEN A SAVINGS ACCOUNT AT

The Canadian Bank of Commerce

45-3


# Some Contrasts, but Factory Inventory Position Healthy

OTTAWA (Staff) — Canadian manufacturers entered the second half of 1953 in a healthy inventory position. In the overall picture there was no sign of goods backing up to the factory. But this general picture covered some marked contrasts between industries.

Total inventory investments of manufacturing industry at the end of June, at $3,475 millions, was only 2% higher than in June, 1952, and only 1% higher than at the end of the year. This looks very modest compared with the increase of factory shipments. In the first half of this year factory shipments were 5% higher than the first half of last year; and in the month of June they reached an all-time high. The June index was 196, nearly twice the average value of 1947 on which the index is based.

Inventories held by manufacturers, though owned by somebody else, started to decline in June after rising through 1952 and the first part of 1953.

### Hard Goods Position

The outstanding increases in factory shipments this year, as shown in the latest D.B.S. figures, were in hard goods, both consumers' and capital. And in these cases the inventory accumulation failed to keep pace with shipments.

The makers of radios and radio parts led the way in value of shipments. They were more than double the first half of 1952. At the same time inventories owned by manufacturers declined by about 7% from a year ago though they increased from December '52. Shipments of refrigerators, vacuum cleaners and appliances followed with a rise of 68% over last year, compared with an increase in inventories of about 26% since June '52.

In the capital goods field, aircraft and shipbuilding led the way, bringing transportation equipment shipments up to 59% above a year ago. Boilers and plate works increased shipments by about 10% over last year. But there were declines for the machinery industries, agricultural implements (specially in the second quarter) and hardware and tools. But in the whole capital goods field inventories owned by manufacturers were unchanged from the end of the year, and only 2% above June 1952.

### Soft Goods Higher

The other side of the picture is shown in some consumers' soft goods. Semi-durable consumer goods as a whole show an inventory accumulation of 8% since the beginning of the year. Shipments in the first half of this year were only 2% above the first half of last year. The most notable increases here were in clothing and textiles. In both cases inventories rose by about 10% and shipments declined during the first half of the year, though this year's shipments were still 2% above the first half of last year. Leather footwear was an exception. Its inventories declined about 5% during the first six months of this year, which was slightly more than the decline in shipments.

In non-durable consumer goods inventories at the end of June were about the same as a year earlier. A 7% decrease in the first part of this year cancelled an increase in the second part of last year. Pulp and paper mills reduced inventories in the first part of this year, so did flour mills and food processors.

Shipments in this group in the first half of the year were 4% below a year ago. Foods, dairy and products and drugs manufacturers shipped 6% more than a year earlier. Slaughterers and meat packers, sugar refiners and flour millers shipped less.

# Survey Shows Importance Of the Trade Paper Reader

Who reads business trade publications? How important are those readers in making purchasing decisions?

Canadian Advertising Research Foundation this week came up with answers to those and other questions in its first readership survey of a Canadian business paper. The publication was L'Automobile, the French-language monthly published by French Commercial Publications Ltd., with a controlled circulation among Quebec garagemen and truck operators.

L'Automobile was as pleased as CARF with the survey, which showed:

—63% of the magazine's readers had influence on purchase of automotive equipment.

—40% of the readers are owners, co-owners or presidents of their own firms; another 18% are managers or assistant managers.

—70% of the readers read all 12 issues a year.

—L'Automobile has 1.05 readers per copy; that's about 3,800 proven readers per issue, compared with the Canadian Circulations Audit Board's circulation for the magazine of 3,645.

The survey also brought out the mortality rate of mailing lists: 24 out of 205 businesses on L'Automobile's list were out of business.

CARF's survey actually began with pilot work last year. The field work, handled by Canadian Facts Ltd., got underway this year in three waves in March, April and May.

The survey cost about $5,000 because it was the first of its kind ever undertaken in Canada. CARF figures the next one would be quite a bit cheaper.

(A major study of a U. S. trade publication, about to be undertaken by the Advertising Research Foundation (U. S.), will cost about $25,000.)

CARF, like ARF in the U. S., is a non-profit organization designed to do impartial research among ad media. It's sponsored by the Association of Canadian Advertisers and the Canadian Association of Advertising Agencies.

These are the men who supervised and prepared L'Automobile survey:

H. H. Rimmer (chairman), Canadian General Electric Co.; J. E. Totten, Inco of Canada; H. E. Dennison, Russell T. Kelley Ltd.; A. A. Heggie, J. J. Gibbons Ltd.; A. A. Larkin, French Commercial Publications Ltd. (publishers of L'Automobile); I. D. Carson, Business Newspapers Association of Canada; John A. M. Galilee, of CARF, project manager; E. J. Fox, University of Western Ontario, technical consultant.


LEETHAM, SIMPSON LIMITED
MANAGEMENT CONSULTANTS
MONTREAL

Dividends COMPOUNDED Continually
5½% INCOME
Averaged 4 Quarters Ended June 30th, 1953

M·A·F
MUTUAL ACCUMULATING FUND

INVESTMENT PERFORMANCE
JAN. 31st, 1950 - $1,000
DEC. 31st, 1950 - $1,235
DEC. 31st, 1951 - $1,440
DEC. 31st, 1952 - $1,515
JUNE 30th, 1953 - $1,520

ASK FOR FULL PARTICULARS

McCuaig Bros. Inc.
276 ST. JAMES ST. - - MONTREAL

Osler, Hammond & Nanton Limited
MAIN & PORTAGE AVE., WINNIPEG
1838 HAMILTON ST. . . . . REGINA
510 - 8TH AVE. W. . . . . CALGARY
525 SEYMOUR ST. . . VANCOUVER

Pemberton Securities Limited
418 HOWE ST. . . . . VANCOUVER
612 VIEW ST. . . . . . . . VICTORIA

The Western City Company Limited
544 HOWE ST. . . . . VANCOUVER



DOMINION SECURITIES
CORPN. LIMITED | COMPANY

Dominion and Provincial Government Bonds
Municipal Bonds
Public Utility and Industrial Financing

Members
The Toronto Stock Exchange
Members through affiliates
Montreal Stock Exchange
Canadian Stock Exchange
American Stock Exchange (Associate)

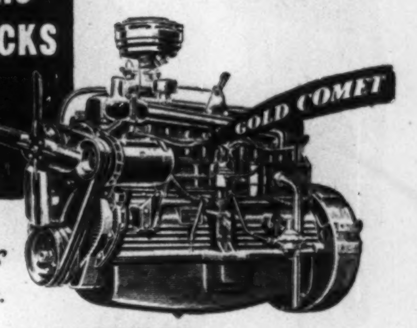
Established 1901

TORONTO MONTREAL WINNIPEG CALGARY VANCOUVER VICTORIA
LONDON KITCHENER BRANTFORD HAMILTON OTTAWA
QUEBEC HALIFAX SAINT JOHN NEW YORK LONDON, ENG.



REO
OUTPULLS . . .
OUTPERFORMS
OTHER TRUCKS
OF EQUAL
RATING!

FOR EXAMPLE:
Reo's model F-226 can carry from 500 to 2400 pounds more payload, legally, than any of 5 other comparable competitive models.

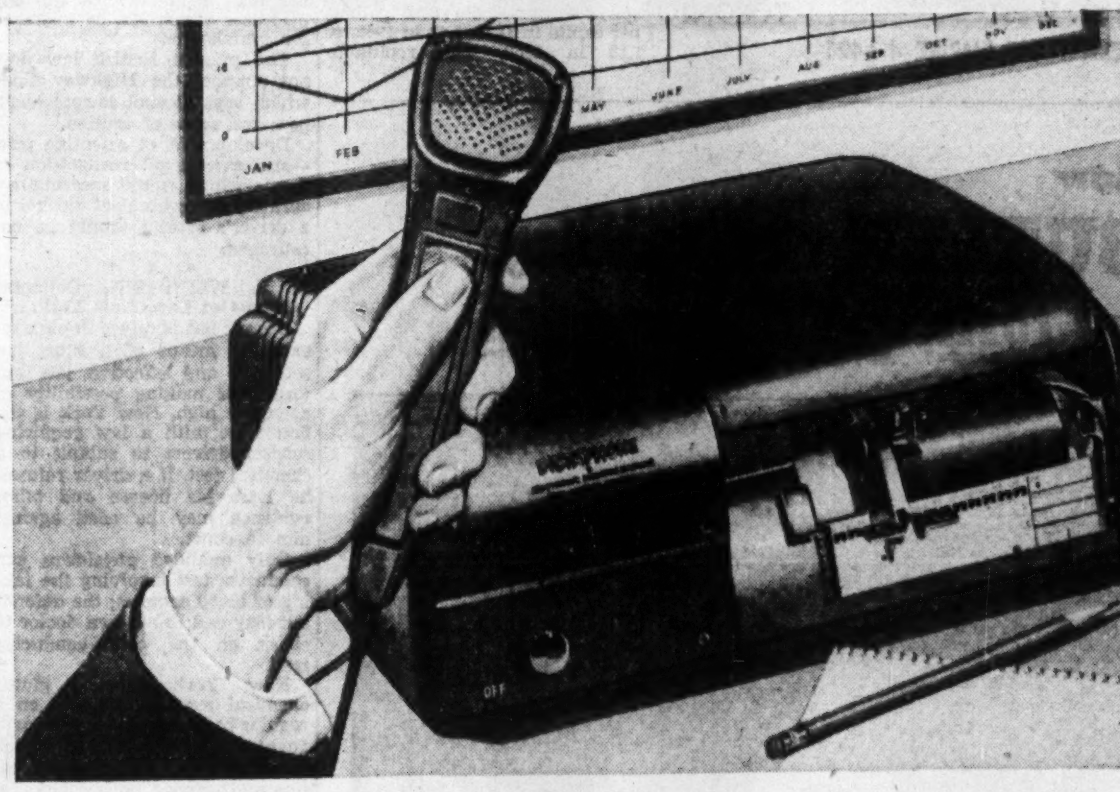



3 GREAT GOLD COMET ENGINES
107 H.P. 124 H.P.
140 H.P.

SEE YOUR REO DEALER
NP-53-2



Lick business routine...
free your mind to plan



( with a Dictaphone TIME-MASTER )

WHEN you can't dispose of business routine, you feel you're getting nowhere fast. Pressed—and depressed!

That situation calls for a Dictaphone TIME-MASTER, the all-purpose electronic dictating machine that licks business routine, frees your mind for more important work. TIME-MASTER gives you positive control of your only constantly diminishing asset: *time.*

Pick up the mike, and think . . . out loud. So far as you're concerned, it's *done.* Your secretary transcribes your dictation directly from plastic *Dictabelts* that reproduce with FM radio clarity. Not a minute lost in scribbling shorthand. Less work for her, greater accomplishment for both of you.

Simon-simple to operate, TIME-MASTER is light, streamlined, rugged. It's precision engineered by the industry's pioneer and leader—to serve you for many busy years.

*Whenever, wherever, whatever* you want to communicate, TIME-MASTER makes it easier. The busier you are, the more you *need* this superior dictating machine.

Why not learn how easy it is to lick routine . . . to get the best out of your mind . . . to keep on top of your job?

The brilliant new plastic *Dictabelt* is transcribed, mailed or filed. It's so inexpensive you use it only once.

This coupon will tell you how!
Use it—now.

DICTAPHONE®
CORPORATION
Greatest name in dictation

DICTAPHONE CORPORATION, LIMITED
Dept. FP299
629 Adelaide St. West, Toronto 2, Ont.

I would like: ☐ A free *Dictabelt* and folder.
☐ A free TIME-MASTER demonstration.

Name ______
Company ______
Street ______
City & Zone ______ Prov. ______

# The Experts Take a Look At Drinking Drivers

## What The Social Problem Is, What Can Be Done About It

*The drinking driver—his behavior and the question of whether he should drink and drive at all—was examined by experts from more than 20 countries who gathered in Toronto last week for the Second International Conference on Alcohol and Road Traffic. The group included scientists, doctors, lawyers, safety experts and law enforcement officials.*

*Purpose of the four-day meeting was to study the effects of alcohol on road traffic and to determine what can be done through education, law enforcement and legislation. First conference was held in Sweden in 1950.*

*Here is a digest of some of the talks given at the convention:*

**WALTER JENNINGS, Toronto insurance executive.**

Canadian automobile accidents in an average year mean some $65 millions in losses and 2,700 persons killed. On an average, in Canada, one person is killed in an automobile accident every four hours, another is injured every 15 minutes and damage to property is done every two minutes.

Four violations are responsible for nearly 70% of all traffic deaths: drinking and driving, speeding, driving on the wrong side of the road and ignoring the rights of others.

Fire insurance rates today are about half what they were a few years ago because of efforts of insurance companies to eliminate hazards. Various factors are keeping automobile rates relatively high; insurance companies don't want these rates to increase to the point where they reach buyer resistance.

What are insurance companies doing to promote safety and in particular to combat undesirable effects of alcohol as it affects motor traffic?

—Education to stir up drivers' interest until they govern themselves accordingly; this is done through advertisements in publications, pamphlets and booklets.

—Denial of insurance benefits to persons with more than one conviction of driving while under the influence.

Greater control is being exercised today over drinking and driving than there was a few years ago in Canada.

* * *

**Dr. M. GRACE EGGLETON, University College, London, Eng.**

Heavier people are more likely to be affected by alcohol than thin ones. The same amount affects different people to a different extent; the alcohol concentration in a stout person will be higher because liquor does not dissolve readily in fatty tissues.

Effect depends on the type of body, whether the person is a frequent or heavy drinker, the state of the nerves and many other physical conditions.

The degree of driving impairment often depends on how well the person knows how to drive; an experienced driver will be less affected than a novice.

* * *

**GEORGE E. MOSLEY, vice-president in charge of advertising. Seagram-Distillers Corp.**

In the U. S., accidents increase while consumption of distilled spirits drops—from 5.57 gallons per capita in 1850, 1.42 in 1942, to 1.18 in 1952. The reputable American distiller advertises only to demonstrate the superiority of his product over another and thus he sells only at the expense of competition.

Liquor is less and less a factor in accidents and that trend will continue as the national striving for more refinement in all things continues.

Attitude of mind has a lot to do with how soon, to what extent and with what results, a man will "succumb" to drink. Since we do not prohibit and cannot abolish, moderation is the common denominator we must pressurize and propagandize for in achieving that right attitude of mind.

A person in many ways can be conditioned to perform, to react, in ways that are not in his original nature. Conditioning of the public mind to moderation is rooted in the finest and best psychological soil.

* * *

**Dr. HENRY NEWMAN, Stanford University School of Medicine.**

One of the simplest ways to test a person's ability to drive a car is to have him stand on one foot with both eyes closed for about three minutes.

The weak point of most tests is that a person will devote all his efforts and attention to carrying out the tests properly — something he won't usually do when behind the wheel of a car.

For this reason, tests to find out how — and to what degree — driving is affected by drinking should correspond as closely as possible to the actual operation of driving a car.

At Stanford we found the performance of a great number of activities are rapidly affected at certain degrees of blood alcohol concentration, so that the type of test used is of secondary importance.

These tests evaluate the chemical tests used to detect the presence of alcohol in the blood; it is hoped better methods will be devised that will concentrate particularly on alcohol's effect on judgment and attention.

**H. C. HEATH, barrister, England.**

Loopholes in the law and outmoded medical tests protect many drinking drivers in Britain; inconclusive tests and the physical appearance of motorists suspected of being under the influence are still used and often take place at the police station rather than at the scene of the accident. The lapse of time allows the effects to wear off; there are also a number of physical disorders which can be mistaken for intoxication.

The present British law does not support the Highway Code which says alcohol lowers alertness and sense of caution.

Development of scientific tests—and then legal recognition of them—which would measure accurately the content of alcohol in a driver's system should be encouraged.

* * *

**J. B. WEINSTEIN, Columbia School of Law, New York.**

Detroit has obtained superb results by means of a short jail sentence and effective law enforcement making possibility of detection high. New York is the first state with a law requiring suspect drivers to submit to a chemical test. If a driver refuses, he loses his license and other evidence may be used against him in court.

Only qualified physicians can conduct a test involving the taking of blood samples; the defendant may call in his own doctor to check on the police-conducted test.

New York intends giving chemical tests to suspects on a regular basis this month; this will augment a widespread attack on drunken driving through education and stepped up law enforcement.

By such measures we hope New York's record for drunken driving will soon change from one of the worst among the world's largest cities to one of the best.

* * *

**W. B. COMMON, Director of Public Prosecutions, Toronto.**

Driving might be made safer if liquor privileges of drinking drivers were cancelled after several offenses; this would admittedly be hard to enforce because of varying laws in each province.

The question will undoubtedly receive attention from provincial authorities now that drastic cancellations are provided for in local legislation.

One important revision to the Canadian Criminal Code was the acceptance of scientific tests for intoxication in courts, although only on a voluntary basis.

Although effective measures are being taken against drinking drivers, they are harder to enforce now because of the greater freedom in obtaining liquor.

* * *

**DR. GEORGE H. W. LUCAS, professor of pharmacology, University of Toronto.**

A year-round "breath" check of some accident and non-accident motor car operators was taken in Toronto during 1952 by teams of police and university research workers.

For each driver involved in an accident, four or more non-accident drivers passing the scene in cars of the same vintage provided breath samples, knowing they were for research purposes only.

Each driver was asked four questions and was given a self-addressed questionnaire to be filled out and returned.

Blood concentrations in 433 drivers involved in accidents was compared with that from 2,015 non-accident drivers. The data showed:

1. Hazard is significant when the blood alcohol concentration is above 0.1%.
2. From 0.1% to 0.15%, the hazard of accident is 2½ times that when the count is lower than 0.05%.
3. Figuring the hazard at 1 when the count is 0.05%, the hazard reaches 10 when the blood alcohol concentration gets over 0.15%.

Of the 433 accident drivers involved, 77.5% had a count of 0.05% or less, 11.3% had concentrations of more than 0.15%.

* * *

**YRJO SIMILA, Finnish Automobile Club, Helsinki.**

In Finland, drinking drivers are liable for a maximum three years in penitentiary—with this raised to six years where bodily harm results and seven if death is a result. Other forms of drugs are considered equal to alcohol by this law.

Only severe punishments impress irresponsible drivers; others might be more impressed by vigorous propaganda for absolutely sober driving.

Drinking drivers fall into four classes:

1. Persons under moderate influence who drive carefully.
2. Persons under moderate influence who do not take special care but who don't commit any grave violations of traffic rules.
3. Drunks who don't cause serious damage.
4. Drunks who cause serious or fatal accidents.

I think it would be unjust to punish the first group. The second might be awakened by suitable information or legislation. Three and four have to be confronted with the threat of severe punishment. A state of alcohol intoxication can only be considered punishable when it influences the capacity and the will power of the driver in controling the car and thus affects traffic security.

## West Coast Union Buys B. C. Bonds

From Our Own Correspondent

VANCOUVER — Members of the Street Railwaymen's union, who run the street cars, buses and trolley coaches in Vancouver, Victoria and New Westminster, have bought an interest in the City of Vancouver.

The railwaymen's international office has invested in $200,000 of City of Vancouver bonds and $200,000 of Provincial Government bonds, international secretary-treasurer Othmer J. Mischo announced at the international convention here.

The Street Railwaymen aren't employed by the city. They work for the privately-owned B. C. Electric.


Announcement

R. J. FOX

The Bank of Toronto announces the appointment of R. J. Fox as its European Representative with headquarters at 146 Leadenhall Street, London, E.C.3, England. Mr. Fox was formerly Manager of the Main Branch of the Bank in Winnipeg and latterly a Senior Supervisor in Head Office. He succeeds W. B. Young who is returning to Canada.

A COMFORTABLE WORKER IS A BETTER WORKER

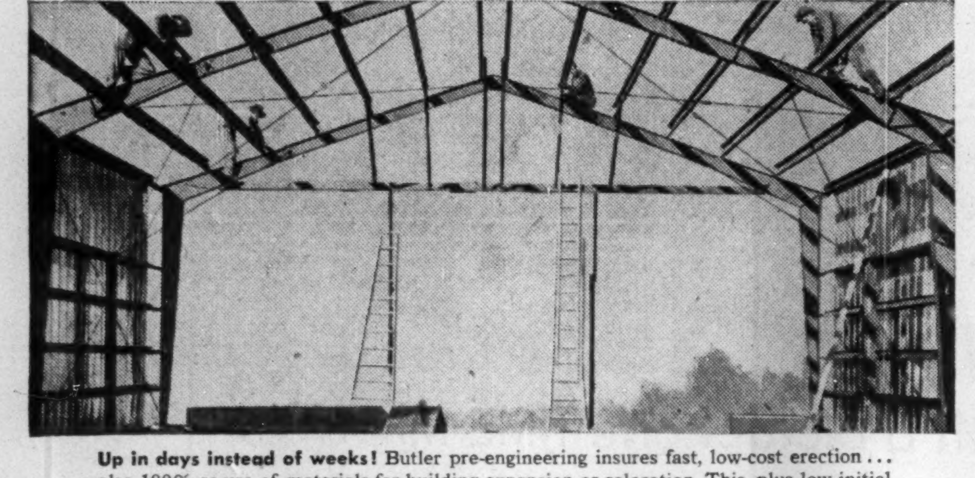
For Increased Efficiency in your office...

- CHOOSE THE OFFICE SEATING THAT IS DESIGNED FOR TRUE WORKING COMFORT.
- VISIT OUR SHOWROOMS AND SEE THE MANY MODELS OF METAL OR WOODEN CHAIRS NOW ON DISPLAY.
- FREE PARKING WHILE YOU SHOP AT

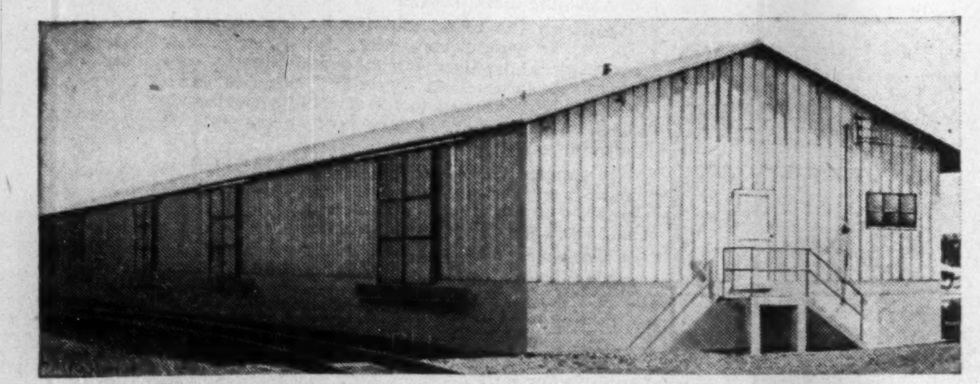
No. 2123 Adjustable Aluminum Office Chair

STAINTON & EVIS LIMITED
110 ADELAIDE ST. WEST TORONTO
TELEPHONE EMPIRE 4-1491

Here's how **BUTLER** steel buildings cut costs, speed expansion



**Up in days instead of weeks!** Butler pre-engineering insures fast, low-cost erection ... also 100% re-use of materials for building expansion or relocation. This, plus low initial cost of Butler buildings, cuts building costs by as much as 47%!



**Full usable space!** Rigid frame construction of Butler buildings gives you post-free work and storage areas. Doors and windows can be arranged to fit your needs. You have choice of galvanized or aluminum sheets. Butler buildings are weather-tight, easy to insulate!

**Get the full BUTLER story!** Learn how you can get Butler rigid frame buildings in single or multiple units to fit your requirements . . . cut costs and speed expansion!

Contact your nearest BUTLER dealer now!

Toronto, Ontario: Steel Building Sales & Supply, Ltd., 159 Bay Street, Thomas O. Oliver, Empire 6-4747
New Liskeard, Ont.: George Taylor Hardware, Ltd., J. C. Murphy, Phone 600
Winnipeg, Manitoba: Vulcan Machinery & Equipment, Ltd., 499 Main Street, W. W. Budzak, Phone 937-346
Edmonton, Alberta: Northern Asbestos & Building Supplies, Ltd., P. O. Box 578, Phone 7-3536
Vancouver, B. C.: Northern Asbestos & Construction Supplies, Ltd., 2060 W. Tenth Ave., R. S. Tiffin

BUTLER PAN-AMERICA COMPANY
(A wholly owned subsidiary of Butler Manufacturing Company)

COMPLETE DESIGN OF INDUSTRIAL PROJECTS

Site Services and Facilities
Building and Building Services
Process and Process Services
SUPERVISION of CONSTRUCTION

MARGISON BABCOCK AND ASSOCIATES LIMITED
Consulting Professional Engineers
Head Office, Toronto: 30 Eglinton Avenue E.
Edmonton: 10053 Jasper Ave.

have you an interest in a privately-owned company?

Valuation of an interest in privately-owned companies frequently presents a serious problem in estates when it comes to settling Succession Duties.

The duties payable will depend directly on the "Fair Value" placed upon the interest in the business by Succession Duty Authorities.

It is of prime importance that your estate be represented in negotiating values by an executor experienced in determining values.

A realistic appraisal of assets by our skilled Valuators is a feature of our Estate Planning Service. This consultation is available to you without cost or obligation.

*Copies of a paper on Valuation of Assets for Canadian Tax Purposes by J. Kenneth Allison, C.P.A. are available on request at any of our offices.*

MONTREAL TRUST *Company*
MONTREAL • CALGARY • EDMONTON • HALIFAX
TORONTO • VANCOUVER • VICTORIA • WINNIPEG
LONDON, ENGLAND

keeping Canadian OIL on the MAP
NICKLE MAP SERVICE LTD.

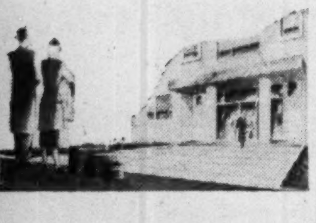
...simple with MAGNESIUM

Whatever shop procedures suit your product best, fabrication is simple with light, strong, durable magnesium. It can be spot welded or riveted, and inert arc welding is simple and economical. This versatile metal can be die cast, extruded, spun, deep-drawn, rolled, forged, or cast in sand or permanent moulds. Moreover, magnesium can be machined at higher speeds than any other metal—a significant factor in keeping production costs low. Designers know magnesium as a metal of almost unlimited product application. Consider magnesium for your products. Our sales office will gladly supply further information.

DOMINION MAGNESIUM LIMITED
320 BAY STREET · TORONTO, CANADA

MONTREAL'S PERFECT
pied-à-terre

The Amesbrooke, Montreal's distinguished new apartment building, has its heels on the ground when it comes to downright comfort and convenience at reasonable rentals... and its head in the skies for your enjoyment of unrestricted light, fresh air and panoramic view. The location is perfect—midtown, close to financial and business centres and transportation terminals. The rooftop, television-equipped Observation Lounge is a sample of the club-like convenience at your disposal. Bachelor, 1-Bedroom and 2-Bedroom suites are still available. Also furnished suites—perfect for out-of-towners on extended tours of duty. For brochure, write to The Amesbrooke, 1650 Dorchester Street West, Montreal, or telephone GLenview 2576.



We are Industrial Maintenance and Product Finish Specialists.

Consult us on all maintenance and finish problems now, without obligation.

STURGEONS LIMITED PL. 5-1171
9 Sturgeon Rd., Toronto

# How Better Our Driving?

**The Question: Canadians are said to be among the world's worst drivers. What do you consider chief faults and what correction?**

While Canadians may not be the world's worst drivers, they are in no position to claim accolades, replies to this week's Question by The Post indicate.

There's considerable agreement on the chief contributing factor behind zany antics on the highways and our alarming accident record: impatience and lack of courtesy. The Canadian driver seems to shuck his manners as soon as he gets behind the wheel.

Many find the answer to this in education of potential drivers at an early age in the rules of the road, the car itself and the importance of highway care and courtesy to our social way of life.

Causes, effects and remedies discussed touch a wide range: high-powered engines and speed (both too slow and too fast); level crossings; alcohol; lax driving tests; over-crowded facilities; inadequate law enforcement.

Several respondents point to statistics that show some 15-20% of drivers are responsible for 80% of accidents and suggest more stringent control of the driving rights of this group are in order.

**W. H. ACKERMAN, President, Belleville Cemetery Co., Belleville, Ont.**

Speaking collectively, I am not in a position to judge. Individually, in driving about 5,000 miles in United States each year I see little difference between American and Canadian drivers.

Faults: Not observing rules of road. Passing on right at city and town intersections. Some American towns mark pavement centre lane for through and left turn only. Right lane for right turn only. Smaller town corporation limits extend too far. The 30-mile limit is impracticable and likely to cause non-observance. Most motor cars are too high powered, unless provided with governor.

Mexican drivers make you aware of their presence by blowing horns continually.

* * *

**RODNEY ADAMSON, M.P. for York West, Port Credit, Ont.**

Canadian motorists regard highways not as arteries for travel but as combat zones. Ill nature and bad temper is the predominate attitude toward other motorists. National lack of dicipline and irresponsibility, for which we lead the world, show clearly in our driving habits.

The remedy is partly psychological, but the 10% of drivers who have approximately two thirds of the total accidents should be rigorously prohibited from driving. Manners maketh man. They can also save his life. London's traffic control during the Coronation was a magnificent example of efficiency and courtesy which would repay study by Canadian authorities.

**J. E. AHEARN, Former Mayor, Halifax.**

Some Canadians at least are among the world's worst drivers. Too many lack common courtesy. Only major changes in laws governing the operation of motor vehicles will change their recklessness—a Canada wide law reducing speed in cities and towns to 25 miles and to 20 miles at intersections. I would like to see calls for Dominion-wide parkways or separate lanes on all highways. In other words cars would never crash head on because they would all be going in the same direction.

Of course, this would be costly, but thousands of lives would be saved. A changing world calls for long range views especially in building highways over which cars are now being driven at great speed, quite often in a reckless manner.

* * *

**CHARLES R. ALLEN, Editor, The Observer, Hartland, N.B.**

Leaving out altogether the drinking driver, who creates a problem all his own, chief causes of motor accidents in Canada stem from excessive speed, level crossings and poor roads.

Continually improved automobiles with higher powered engines encourage speeds far beyond safety limits until building of better roads and elimination of crossings eliminate present hazards.

A continuing campaign of safety education such as currently under way in this province by the New Brunswick Safety League is the most effective way in which our motorists can be taught sane driving habits and the need for constantly practicing them.

* * *

**W. C. BUTLER, Manager for Canada, Pearl Assurance Co., Toronto.**

Impatience. This in my estimation is the worst feature of Canadian motorists. No matter how much time they have on their hands they have a desire to get there in a hurry regardless of how much they inconvenience other motorists or pedestrians. On the highways this is particularly noticeable in the cutting in and cutting out just to advance one car length and the chances they take passing on hills close to the crest, endangering their own lives and those of the oncoming motorists.

No matter how polished their manners are in the drawing room, behind the wheel of an automobile their manners seem to desert them. Failure to stop at stop streets is also a serious fault. This applies both in the city and the country. Many rural drivers never come to a full stop while coming out on to the highway. Many of them seem to have the belief that traffic laws were made for other people but do not apply to them.

These faults can only be corrected by strict enforcement of our traffic laws with more severe penalties inflicted on repeaters. One other cause of many accidents is the Sunday driver who uses the through highways to drive at 25 to 30 miles per hour, causing long lines of automobiles to back up behind with the result the impatient driver starts cutting in and out and endangering the lives of many people.

To sum up, my belief is that impatience and lack of courtesy toward fellow drivers and pedestrians are our worst faults.

* * *

**ETIENNE CREVIER, General Manager, Provident Assurance Co., Montreal.**

Canadian drivers' major faults are lack of courtesy and failure to obey traffic laws. World experience proves that the only solutions are education of the motorist and rigid law enforcement until the drivers automatically obey the law. Penalties for violations must be more than petty fines which the drivers consider a minor out-of-pocket expense and, in many cases, must be suspension or cancellation of driver's license. Wherever a program of driver improvement and law enforcement has been set, accidents have been reduced despite an increase in motor vehicle registrations. It can be done and should be done.

* * *

**BASIL DEAN, Calgary Herald, Calgary.**

Bad driving habits of Canadians derive partly from collective lack of ordinary courtesy and partly from the fact that the cars which the auto industry supplies them are approximately three times as powerful as they need be and equipped with horns at least 10 times too loud. Added to this is the fact that nowhere in Canada are new drivers subjected to a driving test that has genuine teeth in it, such as the test imposed in England. I suggest real drivers tests, statutory limitation of engine power and making it a criminal offense to have a horn or any other noisemaking device on Canadian cars.

* * *

**L. B. GIBSON, President, Calgary Stock Exchange.**

I do not believe Canadian drivers are the world's worst. Our standard should be higher, but others are worse, witness the excitable Latin American. Canadian temperament is more stable. Poor driving is due to nonstandardization of traffic laws. We are lacking in adequate tests, good roads, adequate road signs, courtesy, road sense, knowledge of highway laws and the will to abide. Correction can be found in stiffer, better tests, enforcement officers give more attention to reckless, careless, discourteous drivers, more on the highway, car condition checks and more, better signs.

* * *

**C. W. GILCHRIST, Managing Director, Canadian Good Roads Ass'n., Ottawa.**

I cannot affirm or refute that Canadian drivers are the worst, but certainly I believe not. Faults are notably casual, faulty acquisition of driving skills. Driving today calls for a high degree of skill that the majority do not possess. Demonstrated faults can be overcome substantially by driver education in schools and a sensible system of driver licensing.

Manitoba is pioneering in the latter with gratifying results. Considerably more research is needed on the effect of structural deficiencies of highways on accidents. A uniform traffic code and stricter enforcement are needed. Continuing program of public education stressing correct driving attitudes and the need for care and courtesy are essential ingredients of a long term safety program.

* * *

**GEORGE S. GRAY, Former Transit Controller, Toronto.**

There is nothing wrong with Canadian drivers that regulation and control will not correct if enforced. British Columbia and Alberta have very good traffic regulations and enforcement, particularly in cities. Enforcement in Quebec and Ontario could be much improved.

* * *

**A. LESLIE HAM, Manager, Dominion Board of Insurance Underwriters, Montreal.**

Education, engineering and enforcement are said to be basis of efforts to improve traffic control. In Canada we are getting an education the hard way—experience—we are getting our engineering of highways the slow way and we are getting enforcement anyway. The heavy emphasis on enforcement in Vancouver and particularly in Winnipeg indicates what can be done to educate the driver and indeed the pedestrian in elementary rules of safety. The unenviable record of our youth as drivers can be laid in part at least on parents who conceive the only crime in traffic offenses is getting caught.

* * *

**R. M. HARRISON, Columnist, Daily Star, Windsor.**

Canadians are "among" the world's worst drivers because every country's drivers are in that category. Here youth takes the blame. Too many teenagers who, though their reflexes should be tops, still haven't developed the mentality to follow the advice of the late lamented Dr. Doolittle: "Always drive, boys, as though everyone else on the road were a damphool."

Education is the answer: a lot closer supervision over who's allowed behind a wheel. Down here, speed-conditioned Yanks, accustomed to their own wonderful turnpikes and superhighways, come over and think they can go all out on our cowpaths. Canadians see 'em, follow suit. But that's just a local condition.

* * *

**WILFRED HOBSON, Ass't General Manager, Economical Mutual Insurance Co., Kitchener, Ont.**

Lack of concentration on driving and absence of a constant determination to avoid an accident are chief causes of automobile accidents. High speeds, permissible on our new four lane and dual highways encourage driving attitudes and habits which become dangerous when practiced on other roads. Automatic suspension of license in lieu of fines for driving offences and more police action for dangerous driving when no accident is involved should do much to encourage careful driving and prevent accidents.

* * *

**J. B. HUMPHREY, Toronto Manager, American Automobile Insurance Co., Toronto.**

Lack of courtesy is the chief fault of Canadian drivers. If motorists could be persuaded to adopt the same good manners when they are operating their automobiles as they use when meeting each other face to face, the great bulk of our accidents would be avoided. Such habits as cutting in, failing to signal, improper passing, disregard of stop signs and traffic lights, trying to beat the other fellow across an intersection, among many others, are nothing but boorish manners which cause most of our accidents.

Ordinary courtesy would alleviate needless and untold suffering and misery in thousands of Canadian homes.

* * *

**G. B. KENNEY, Manager for Canada, Glen Falls Insurance Co., Toronto.**

While the Canadian accident record exceeds that of United States by 20% more accidents for every million motor miles driven, Canadians as a group are not properly to be classed as the world's worst drivers in my judgment. More than 80% of accidents are caused by less than 15% of drivers. Basic cause of motor vehicle accidents is faulty attitudes on part of drivers and not physical or mechanical defects or road conditions. Control and reduction of accidents rest with the individual driver and may be achieved only be educating the driver to be his own enforcement officer.

**JAMES MATSON, Manager, Canada Royal Insurance Co., Montreal.**

Comparison with drivers elsewhere is irrelevant. What should

(Continued on page 12)

Is this a FREEHOLD?

Wrestling with estate problems and technical terms will be an ordeal for your executor if he has never managed an estate before.

In naming a friend or your partner the executor of your estate, you are doing him a doubtful honour. Besides being unfamiliar with his duties as executor he may not even have the time to look after your estate.

National Trust is available at all times to attend to to the management of your estate. There will be no confusion, no costly delays in following the instructions that you have left for the disposition of your estate.

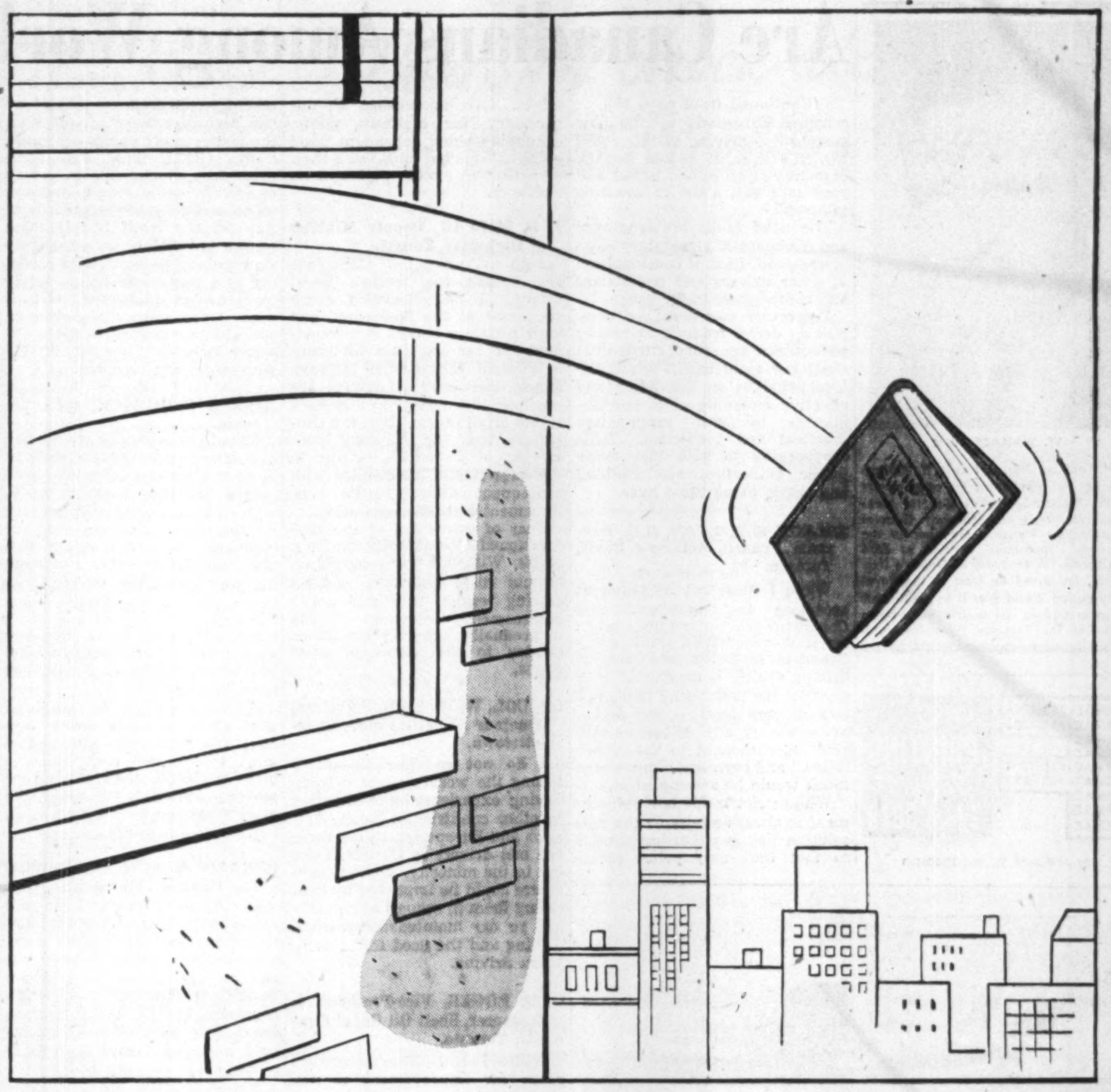
We will be glad to discuss fully your estate problems—with no obligation on your part.

National Trust COMPANY LIMITED

FREEHOLD: a form of tenure of real property.

FP-23

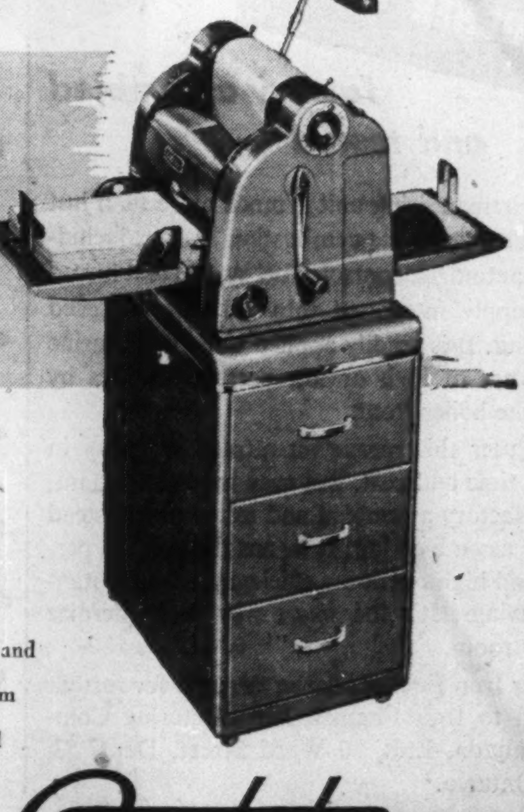
TORONTO • MONTREAL • HAMILTON • WINNIPEG
EDMONTON • CALGARY • VANCOUVER • VICTORIA



Start of a great advertising campaign

YOUNG & RUBICAM, LTD. ADVERTISING
Toronto • Montreal • London, Eng.
New York • Chicago • Detroit • San Francisco • Hollywood • Mexico City

But when duplication IS necessary



Gestetner Duplicators have passed every test so completely that they are now used by Industry, Government Offices, Educational and Municipal Centres, Institutions and Professions. Gestetner Service is a *complete* and continuing one, and includes competent help on any duplicating problem which may arise. Our nearest office, fully equipped and staffed by duplicating specialists, will gladly give you full particulars.

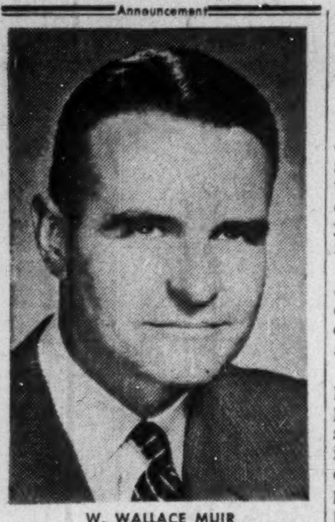
Gestetner
BRANCHES IN ALL PRINCIPAL CITIES

*We look forward to greeting you at the 1952 N.O.M.A. in booths 26-33*

6C

MAKERS AND DISTRIBUTORS OF THE WORLD'S PREMIER DUPLICATOR

Announcement



W. WALLACE MUIR

H. H. Popham, President of H. H. Popham and Co. Ltd. announces the appointment of W. Wallace Muir, as General Manager. Mr. Muir was formerly General Organization Planning Manager in the Overseas' Operations' Division of Ford of Canada. A graduate of Queen's University, he served on loan to the Royal Navy during World War II as an Aircraft Direction Officer. He was formerly News Editor of The Kingston Whig Standard.

# Are Canadians Among World's Worst Drivers?

(Continued from page 11)

concern Canadians is the low standard of driving in this country. To raise it should be the objective of all public bodies and your poll will assist in arousing interest.

The chief faults are ignorance and disregard of elementary rules of the road, lack of consideration of other drivers and pedestrians and contempt of traffic laws.

Corrective measures are compulsory driver training courses as part of teen-age school curriculum strict law enforcement with realistic penalties on conviction and effective screening of license applicants by stiff examination practical and theoretical. It is encouraging to note that many public authorities are thinking and acting along these lines.

* * *

**WILSON E. McLEAN, Q.C., Barrister, Fennell, McLean & Davis, Toronto.**

While I must not be taken as accepting the statement that Canadians are "among the world's worst drivers," I do think many Canadian motorists have serious driving faults. It may be trite to say that the underlying faults are lack of consideration and undue haste but if our drivers would give more thought to the "other fellow" and curb their impatience much would be accomplished.

While strict traffic law enforcement is always advisable the real solution lies in educating drivers so that they may police themselves. Law observance, so unnecessary for highway safety, cannot be alone dependent upon police officers but must come from a realization by the public of its necessity.

* * *

**J. D. MILLAR, Deputy Minister of Highways, Toronto.**

I do not agree that Canadians are among the world's worst drivers. I have traveled every state east of the Mississippi and each province except Newfoundland and can see little difference in general character of driving. Ninety per cent of drivers are sensible, 10% appear to disregard rights of all others. It is my conjecture that the apparent poor driving of Canadians is due to the large size of the country with consequent difficult police enforcement of traffic regulations.

Fear of conviction of the 10% mentioned is apparently the only check. With this fear removed on remote rural highways reckless driving results. Increased police enforcement throughout Canada is gradually bringing conditions similar to the status of most states.

* * *

**LT.-COL. W. W. REID, Secretary, Amateur Athletic Union, Charlottetown.**

I do not consider Canadians among the world's worst drivers, having experienced the situation in other countries of North America and Europe. Although there are bad drivers in Canada, these are in the minority. Drivers anywhere could be improved by educating them in schools at an early age re car maintenance, careful driving and the need for sobriety when driving.

* * *

**O. B. ROGER, Vice-President & Treasurer, Shell Oil Co. of Canada, Toronto.**

While I feel there is always room for improvement in the matter of safe driving, I do not agree that Canadians are among the world's worst drivers. A study undertaken in 1949 by the Copenhagen police on world city traffic seems to bear this out. Melbourne, Australia with approximately the same vehicle density as Toronto had a fatality rating four times as high. New York with half Toronto's vehicle density had a fatality rating only slightly better. Johannesburg, South Africa with a third of Toronto's vehicle density had more than double the fatality rate. These statistics are even more impressive when Canada's climatic conditions are considered.

* * *

**RHYS M. SALE, President, Ford Motor Co. of Canada, Windsor.**

The statement that "Canadians are among the world's worst drivers" is too sweeping. The great majority are competent, careful, and safety-minded.

I feel the Canadian accident record would improve (A) If we had highways more adequate for the fast-growing volume of motor traffic; (B) If there were some method by which vehicles, as well as drivers, would have to measure up to certain safety standards or stay off the road; (C) If there were a law which put excessively slow driving on a par with speeding as a menace to public safety on crowded highways; (D) If there were sterner enforcement and stiffer penalties to deter the smart Alec or show-off drivers who cause many accidents.

* * *

**JOSEPH SEDGWICK, Q.C., Toronto.**

Canadians generally are not bad but rather inconsiderate drivers. Most of them can drive very well indeed but they seem to do so with an almost complete disregard for the rights of others using the highways. If you question that statement try to enter a through highway sometime during rush hours. Most of our drivers know the rules of the road and are I hope aware of what consitute good manners but once they get behind the wheel of a car they seem to forget.

If I have any specific complaint it is as to the slow driver who hogs the road and who causes more trouble and contributes to more accidents than the driver moving along at a fair speed. We need a minimum speed limit on our through highways at least.

* * *

**GERALD A. SCOTT, Publisher, The Reporter, Gananoque, Ont.**

In the first place, I do not agree with the statement that Canadians are the world's worst drivers. Admittedly I have not had an opportunity to compare British or European (or other countries except U.S.) drivers, but human nature being what it is, I would say there are lots of whacky ones in any country.

My suggestion for improving car drivers would be a better test of driving ability. Judging by the signals some drivers give they think if they get their arm out of the window that it covers anything they may have in mind to do. Still that is a little better than no signal at all. Periodic tests, say every five or 10 years, might help to bring out whether a person's ability has been impaired through accident or general health during the preceding period.

**R. B. SPRAY, Insurance Manager, Reed, Phipps & Davies Ltd., Vancouver.**

The statement that Canadians are among the world's worst drivers may have statistical support, but it is essential to take into account many hazards which are less serious or nonexistent elsewhere. Local factors such as block layout pattern of cities, mountain roads, heavy tourist traffic, economic and traffic expansion outstripping highway expansion are undoubtedly responsible for many accidents.

Main faults, however, are speed, drink, carelessness and general lack of driving courtesy. Research indicates 20% of drivers cause 80% of accidents. It is essential that all provincial governments take immediate action similar to the City of Winnipeg to punish or restrict poor or careless driving.

In B.C., drivers with established record of convictions and poor driving often allowed to retain driving licenses provided evidence of insurance is produced. Elimination of poor drivers is a government not an insurance company's responsibility.

* * *

**A. WIDNALL, Manager, Parks Board, Fort William, Ont.**

While I do not agree that Canadians are the world's worst drivers, many tragic accidents could be prevented if individuals behind wheel would extend to their fellowmen the normal courtesy they do in other fields of their daily life. It seems that most involved in accidents fail to quickly judge what to do particularly at intersections due to lack of knowledge of the right of way.

Accepting the fact that automobiles are now part of family life, I suggest traffic and safety instructions should be given in schools by qualified persons. To quote an Old Country proverb: The person who drives the most dangerous vehicle must use the most care.

* * *

**WARREN HASTINGS, Executive Vice-President, Canadian Automobile Ass'n., Toronto.**

Ananias was a piker compared to this fellow THEY SAY ESQ. In the major cities of North America and Western Europe you encounter commentators who will assure you that the local drivers are the worst in the world. I have heard them say so myself from Rome to Los Angeles, which is not to say that Canadian drivers generally are exemplary as such.

We have our share of arrogan, careless and incompetent drivers. Compared to the drivers in the Motherland many of our drivers are lacking in courtesy, possibly the worst fault of not a few is that they neither select the right lane of traffic and they weave meandering from one lane to another. They all too frequently fail to yield right-of-way when they should. And those who consistently signal turns are in the minority. Snailing slow drivers are one of the chief annoyances and hazards encountered on our main-traveled highways including, of course, the controlled access roads.

## Firm Combines Mines, Real Estate

An unusual new company which will combine mining exploration and development with investment in real estate and industrial enterprises has been incorporated by six Toronto and Montreal industrial executives.

It is Delta Development & Exploration Co., with an Ontario charter. A wholly-owned subsidiary, Amcan Holdings Ltd., will handle real estate and industrial investments.

President is Louis Borsook, president of Dorthea Knitting Mills, Toronto. Vice-president is J. J. Block, president of Bancroft Industries Ltd., Montreal. Secretary-treasurer is Mark Levy, president of Levy Auto Parts Co., Toronto. Other directors are: Meyer Gasner, president of International Parts (Canada) Ltd.; J. I. Gasner, president of Acme Paper Products Co.; Gurston S. Allen, secretary of Premier Operating Corp., all of Toronto.

A major housing development in the Toronto area is one of the more immediate plans of the company, states Mr. Borsook. Investments may be made in the U. S., and partnership with U. S. capital in investments here may be sought.

Company has 10 unpatented claims in the Beaverlodge area of Saskatchewan, 10 unpatented claims in Restigouche County, New Brunswick. No exploration has been done as yet.

## Tapatco Buys Rock Is. Overall

Manufacturing assets of Rock Island Overall Co. of Rock Island, Que., have been purchased by Tapatco Ltd. of Chatham, Ont.

At the same time, Tapatco is dissolving its subsidiary B.B. Glove Manufacturing Co. with plants at Ayer's Cliff and Omerville, Que. It's operations will be carried on along with those of the Rock Island Overall factory as a division of Tapatco Ltd.

Lyle Patterson will be vice-president in charge of sales of the combined operations; he was formerly vice-president, secretary-treasurer of the old glove concern. Eldon Cummings becomes vice-president in charge of operations of the combined companies; he was production manager of Tapatco.

The companies manufacture "It's Walker's" brand work clothing, Tapatco Work Gloves and sports goods, including sleeping bags, buoyant boat cushions and life preservers.

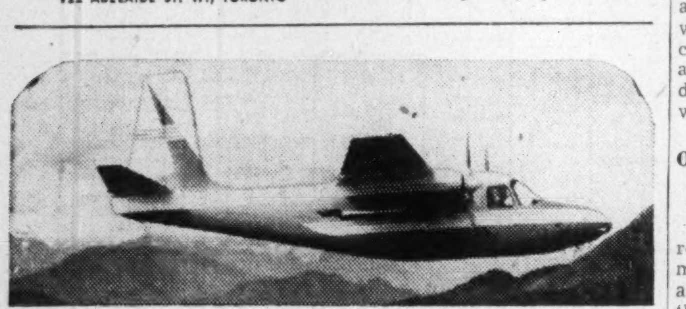
**JONQUIERE, QUE.**, has sold \$400,000 4% bonds due Sept. 1, 1954-73, and \$400,000 4½% due 1954-73, to McNeil Mantha Inc. and Banque Provinciale du Canada at 93.69. Net cost 4.99%. Proceeds for waterworks, sewers, electricity, etc. Net funded debt at Dec. 31, 1952, \$1,966,600. Population 25,000.

**POWER CORP. OF CANADA** reports another 9,904 common shares issued on conversion of \$309,500 debentures, raising to 467,517 number of common shares now outstanding.

FERMAC-PRINTERS
FERMAC-PRINTERS
FERMAC
FERMAC
FERMAC-PRINTERS
FERMAC-PRINTERS
FERMAC
FERMAC
FERMAC

FAST PRINTING SERVICE EM.4-3878

122 ADELAIDE ST. W., TORONTO



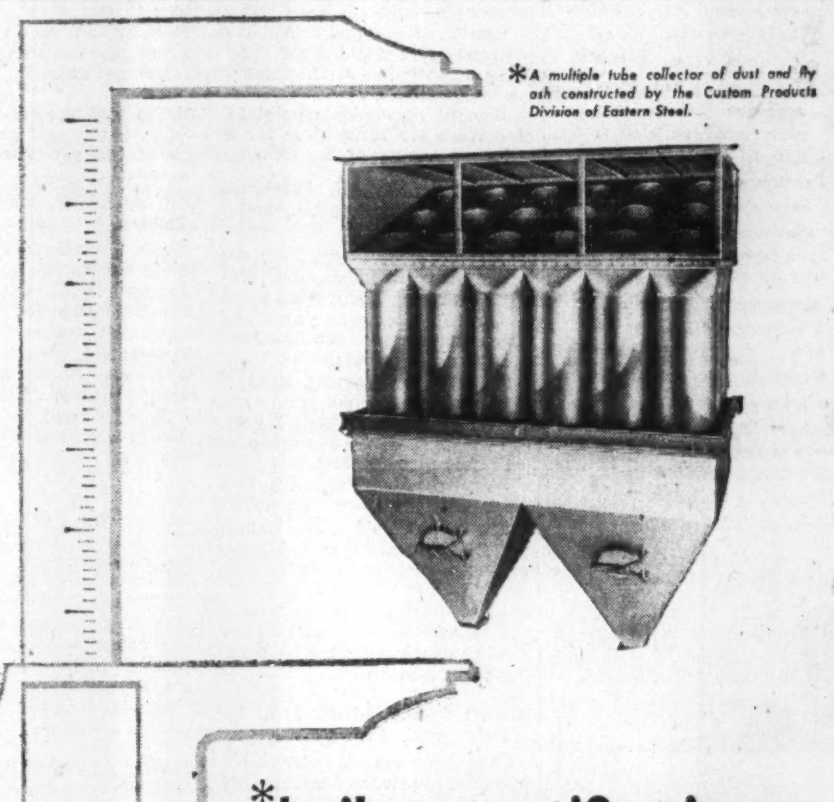
. . . expense or investment?

In these days of wide flung markets and distant branches the company plane is a modern tool of aggressive business. Aero Commander — the newest executive plane carries passengers in airconditioned comfort at a cruising speed of 197 mph — with twin engine safety. Take-off within 950 ft. makes any landing field accessible. Such versatility will show up on the credit side of the ledger—make it an investment not an expense. Whether you are buying your first plane or are buying an addition for your fleet, you'll want to test-fly the Aero Commander. As the Canadian distributors we would like to be your hosts on such a flight.

THE Babb COMPANY (CANADA) LTD.

Montreal Airport, Dorval, Que. — 100 Examiner Bldg., Calgary, Alta.

BERTRAM
MACHINE TOOLS
THE JOHN BERTRAM and SONS CO. LIMITED
DUNDAS ONTARIO



*A multiple tube collector of dust and fly ash constructed by the Custom Products Division of Eastern Steel.

*built to specifications

At ESP "built to specifications" means another custom metal fabrication job accurately translated from blueprints. That is why the Custom Products Division of Eastern Steel is frequently called upon to produce basic components for large and involved engineering projects. The end uses may differ, but the manufacturing skill and experience is consistent. Thus, when an ESP job is integrated into a finished project, the meaning of "built to specifications" is confirmed.

Whatever your requirements in custom metal fabrication, you can rely on ESP. Send us your blueprints today.

PRODUCTS RECENTLY FABRICATED INCLUDE:

Heavy sheet metal and plate work
Custom made steel hoppers
Custom made aluminum hoppers
Heavy spouting and duct work
Transformer tanks
Steel tanks and coverings
Structural steel platforms and stairs

Custom Products Division
EASTERN STEEL PRODUCTS LIMITED
PRESTON • TORONTO • MONTREAL

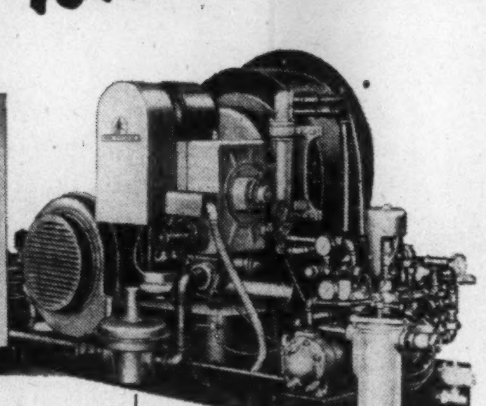
EASTERN STEEL ESP PRODUCTS LIMITED

MUTUAL LIFE OF CANADA

INSURANCE
ESTATE
PLANNING

Rodney Hull
EM 4-8371

"Packaged" for better firing at lower cost



IRON FIREMAN OIL, GAS or GAS-OIL COMBINATION BURNER UNIT

factory assembled and tested

This Iron Fireman firing unit is much more than just a burner. It's a complete combustion system, including burner, automatic controls, fuel system and forced draft air supply integrated into a single balanced packaged unit. It is readily applied to Scotch marine or other types of high or low pressure boilers by bolting to the boiler front.

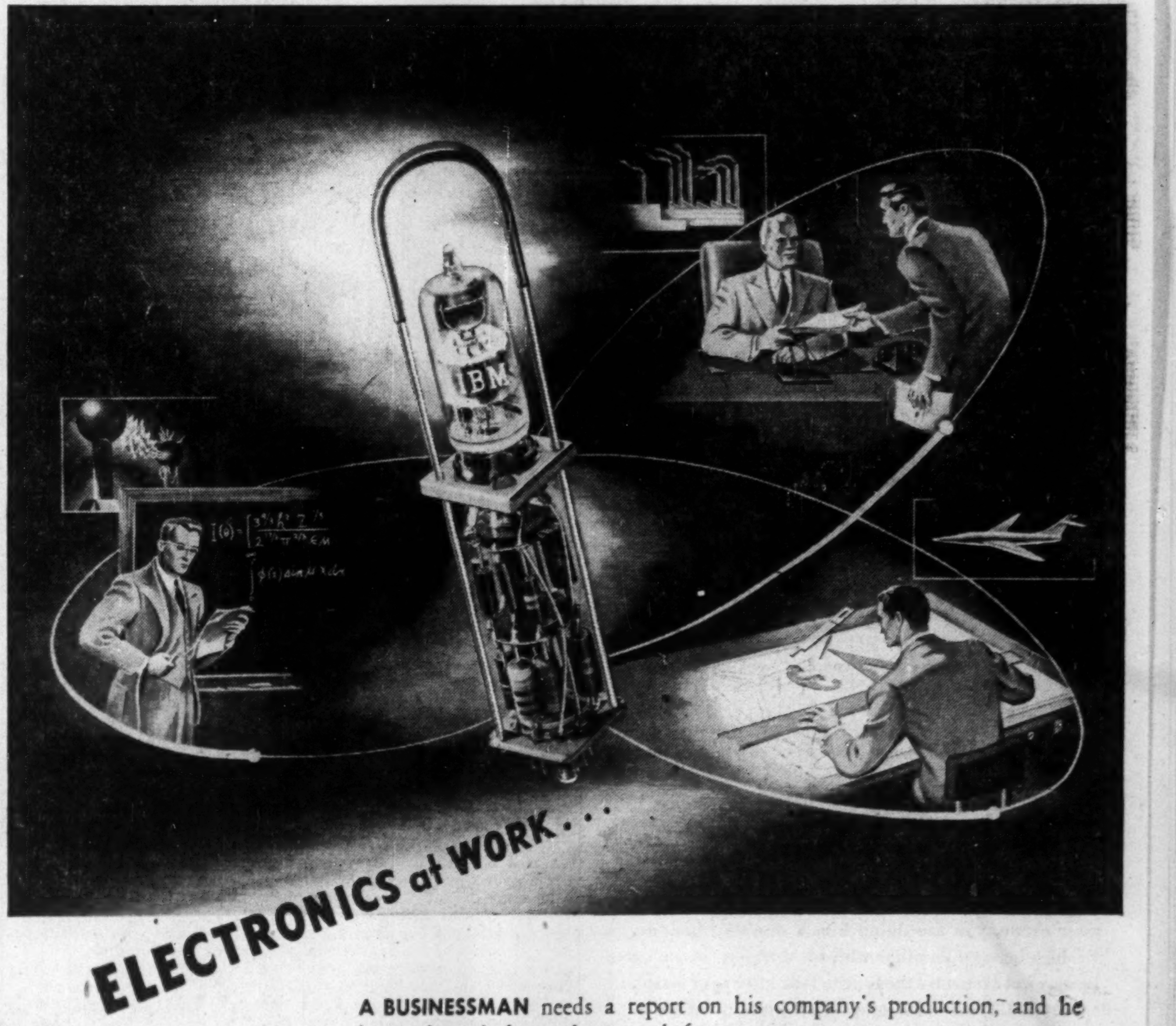
To the user this means an attractive saving in installation time and cost. But even more important, it means a factory assembled and tested unit instead of a locally assembled job. It means dependable performance and high operating efficiency, with substantial fuel savings. It's the *smart* way to modernize your boiler room.

See your Iron Fireman dealer or write for further information to Iron Fireman Manufacturing Company of Canada, Ltd., 80 Ward Street, Dept. 53, Toronto, Ontario.

1. Assembled and tested at factory instead of on the job.
2. Applicable to practically all types of boilers.
3. Continuous high combustion efficiency.
4. No high stack—requires only vent pipe.
5. For either gas or oil firing. Combination oil-gas burners can be quickly shifted from one fuel to the other.
6. Burns low-cost heavy oils (No. 6 or any lighter grade).

Iron Fireman

GAS, OIL, COAL FIRING EQUIPMENT FOR HEATING, PROCESSING, POWER



ELECTRONICS at WORK . . .

The device shown is the IBM Electronic Tube Assembly. This pluggable unit is an integral part of IBM Electronic Calculating Machines.

A BUSINESSMAN needs a report on his company's production, and he has to have it faster than ever before.

A SCIENTIST, working in the atomic energy field, needs to know the wave functions which describe the state of an atom.

AN AIRCRAFT DESIGNER needs to determine the theoretical stresses and strains brought about by the use of new-type controls on a jet-powered supersonic plane.

Today, these intricate requirements and countless others are being met at amazingly high speed through the use of IBM Electronic Business Machines.

IBM
INTERNATIONAL BUSINESS MACHINES
DON MILLS ROAD, TORONTO 6, ONT.

THE WESTERN SAVINGS & LOAN ASSOCIATION
HEAD OFFICE WINNIPEG

# New Executives Appointed By IDB, Bank of Canada

In one wide sweep, the Industrial Development Bank has appointed S. R. Noble, O.B.E., vice-president; D. G. Marble, C.B.E., general manager, and A. N. H. James, assistant general manager. L. F. Mundy becomes secretary and P. D. Smith deputy secretary of the Bank of Canada.

S. R. NOBLE

Mr. Noble as general manager of the Industrial Development Bank since its formation in September, 1944, has been responsible for organizing the institution's activities. The Industrial Development Bank, subsidiary of the Bank of Canada was created by Act of Parliament to extend financial assistance to sound industrial enterprises unable to obtain their requirements from other sources on reasonable terms and conditions. It has assisted in financing over 1,300 enterprises of varying size across Canada, many involving industries new to this country.

L. F. MUNDY

Mr. Mundy who succeeds D. G. Marble as secretary of the Bank of Canada after serving with financial organizations in Montreal, joined the Bank of Canada in 1935 in its formative period, was appointed deputy secretary in 1944.

P. D. Smith, new Deputy Secretary of the Bank of Canada was educated in England. Following his appointment to the Bank of Montreal, London, he was transferred to Canada in 1929. In 1938, he joined the secretary's department of the Bank of Canada and has since supervised its personnel functions throughout the organization.

D. G. MARBLE

D. G. Marble who succeeds Mr. Noble as general manager has been secretary of the Bank of Canada since 1938. Before that he was with the Royal Bank of Canada in various positions, being appointed assistant manager of Montreal branch in 1929, superintendent of staff 1934, leaving that position to join the Bank of Canada.

A. N. H. James joined the Industrial Development Bank staff in 1944 as executive assistant to the general manager. Before that he served in banking institutions in England and Europe specializing in foreign exchange and international trade. He came to Canada in 1929 and was associated with Barclays Bank (Canada) until joining the Industrial Development Bank.

## COMPANY REPORTS

### Foods

**CANADA BREAD CO.** net profit of $166,546 for year ended June 30, 1953, was 28.9% higher than previous fiscal year's net of $129,163. New rates of depreciation were adpoted during the year.

Better earnings should be enjoyed this year if business prospects continue to be favorable, reports President D. A. Ross. Plans are going forward to modernize several plants, and this program should be reflected in profits over a period of years, says the president.

Capital expenditures during the year totaled $1,195,082.

CONS. INCOME ACCOUNT

| Years Ended June 30: | 1953 | 1952 |
|---|---|---|
| Net earnings | $1,040,948 | $1,093,768 |
| Less: Depreciation | 652,408 | 682,586 |
| Bd. & note int. | 148,294 | 134,171 |
| Bd. disc. & exp. | 7,700 | 7,848 |
| Inc. tax | 66,000 | 140,000 |
| **Net profit** | 166,546 | 129,163 |
| Less: B pref. divds. | 62,500 | 62,500 |
| ommon divds. | 20,000 | 20,000 |
| **Surplus for year** | 84,046 | 46,663 |
| **Times Bond & Note Interest Earned:** | | |
| Before deprec. | 7.02 | 8.15 |
| After deprec. | 2.62 | 3.06 |
| **Earnings per Share and Dividend Record:** | | |
| B pref.* | $6.66 | $5.17 |
| B pref.† | 4.18 | 3.43 |
| Paid | 2.50 | 2.50 |
| Common† | 0.31 | 0.22 |
| Paid | 0.10 | 0.16 |

*Before (†after) participation.

CONDENSED CONS. BALANCE SHEET

| As at June 30: | 1953 | 1952 |
|---|---|---|
| Cash | $529,628 | $447,777 |
| Accts. rec. | 418,633 | 350,029 |
| Inventories | 685,258 | 765,754 |
| **Total curr. assets** | 1,633,519 | 1,563,560 |
| Prep. ins., etc.§ | 133,569 | 174,451 |
| Fixed assets* | 5,366,204 | 4,987,483 |
| Goodwill | 1 | 1 |
| Bond disc., exp. | 84,370 | 92,070 |
| **Total assets** | 7,417,663 | 6,817,365 |
| Accts., etc., pay. | 1,347,723 | 1,125,493 |
| Taxes | 29,144 | 201,309 |
| Divd. pay. | 35,625 | 35,625 |
| **Total curr. liab.** | 1,412,492 | 1,362,627 |
| Funded debt | 3,010,000 | 3,070,000 |
| Building loan | 20,000 | 40,000 |
| Unsecured notes | 500,000 | 200,000 |
| Capital stock | 1,275,000 | 1,275,000 |
| Surplus | 1,200,171 | 869,938 |
| *After depr. of | 4,503,349 | 4,809,123 |
| §Incl. in curr. assets in co's report. | | |
| **Working capital** | 221,027 | 200,933 |

# Heavier Imports Hit Hopes For Cotton Goods Upswing

MONTREAL (Staff)—Hopes of Canada's cotton textile industry for a fall upswing in demand now seem to have received a setback.

One top industry official told The Post this week that business has so far shown no signs whatever of improvement. "If anything," he said, "it's perhaps a little worse."

He laid the blame to the fact that U.S. business has "fallen off very badly" of late, thus encouraging American mills to ship more of their output into the Canadian market.

Having weathered the seasonally slow summer period, producers were hoping to swing into a brisk fall season. However, the expected pickup hasn't materialized, as yet anyway. Customers are still buying cautiously on a hand-to-mouth basis and imports are continuing very heavy.

**Imports Big Factor**

Outlook for business and prices in the final quarter of 1953, says the industry, depends largely on imports. Actual Canadian consumer buying of cotton goods, it states, does not appear to be slackening off.

While current prospects of a substantial increase in demand appear slim, the industry has still been operating at a higher rate than in 1952. Raw cotton bale openings for the first eight months at 240,295 were up 15% from the same period a year earlier, although the 22,906 total shown for August was only 1.2% above the comparable 1952 month.

Imports have also been up substantially, however, and have played a key role in knocking the industry's prices 15%-20% below levels of last winter. Figures are only available for the first quarter but in that period imports of piece goods totaled 72 million yards, against 46 million a year earlier, and are thought to have maintained that pace in more recent months.

Estimated Canadian cotton fabric production in the first quarter was only 68 million yards, indicating that domestic mills were supplying less than half Canada's consumption. That compares with a 50% slice in 1952, one of 61% in 1951 and one of 62% in 1950.

How long will this period of intense competition from U.S. mills continue? Some feel that the American cotton industry may have overexpanded in recent years. If this is the case, they say, the situation may not be corrected until some of the marginal mills below the border are forced out of business, thus contracting the supply.

At any rate, it appears that keen competition, short-time operation and slim profit margins are in the cards for the Canadian industry for awhile yet.

## Eighteen Successful In IDAC Course

The Investment Dealers Association of Canada has released a supplementary list of successful candidates who passed their courses in the association's education program. The list:

**Course II**

**J. Pearce Bunting**, McLeod, Young, Weir, Toronto.
**J. R. Learn**, Nesbitt, Thomson, Kitchener.
**James F. Mortimer**, Gairdner, Toronto.
**R. D. Pinkney**, Harrison & Co., Toronto.

**Course I**

**G. P. Caine**, Wood, Gundy, Vancouver.
**K. S. Fuller**, James Richardson, Vancouver.
**J. J. Gill**, Dawson, Hannaford, Toronto.
**Harry H. Hyndman**, Burns Bros. & Denton, Toronto.
**Kenneth Kelsey**, Ross Whittall, Vancoucouver.
**Wm. Kristanovich**, James Richardson, Winnipeg.
**C. S. J. Lancaster**, Carlile & McCarthy, Calgary.
**C. D. Malcoviez**, James Richardson, Calgary.
**J. McAuliffe**, James Richardson, Montreal.
**R. C. Mercer**, James Richardson, Winnipeg.
**Steven Robinson**, Andras, Hatch & McCarthy, Toronto.
**James Taugher**, Doherty, Roadhouse, Toronto.
**Stanley P. Reston**, Pitfield, Montreal.
**R. Gerrard Kelly**, Ross Whittall, Vancouver.

# CPA, TCA Both Schedule Links To Latin America

MONTREAL (Staff) — Important impetus to business with Latin America, as well as a boost to tourist trade is expected to result from the inauguration, next month of the first direct, scheduled air links between Canada and points in Latin America.

Both Trans Canada Air Lines and Canadian Pacific Air Lines will operate weekly flights in bilateral air service agreements between Mexico and Canada. The eastern service, due to begin on Oct. 31 will use TCA North Stars in a 12½ hour flight between Montreal, Toronto and Mexico City. The western service, also expected to be operating by the end of October, will use CPA DC6B aircraft on a route to Lima, Peru, out of Vancouver. Familiarization flights over both routes are now in process.

TCA stops in the new service will include Tampa, Florida, and Monterey, Mexico, while CPA will land in Mexico as well as Lima. Two Mexican airlines will be permitted to operate to Vancouver and points north on the West Coast and to Toronto and Montreal in return for granting permits to the Canadian companies.

## Johnston Named Head Of Mercury Mills Ltd.

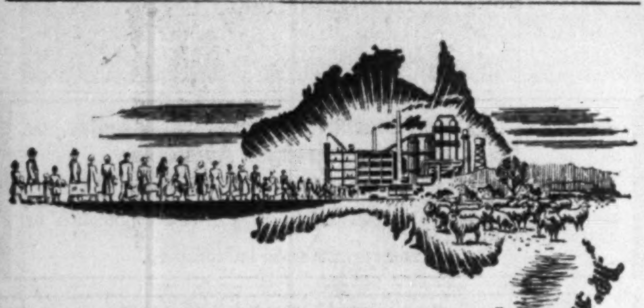
Roderick W. S. Johnston, Q.C., was appointed president of Mercury Mills Ltd., Hamilton, at a directors' meeting. H. J. Kennedy was named general manager, and will continue to occupy the posts of secretary-treasurer.

The new president is a partner in the Toronto law firm of Johnston, Sheard & Johnston.

## Moncton Hotel Changes Hands

MONTREAL (Staff) — Moncton's Brunswick Hotel has changed hands in one of the largest local real-estate deals this year. No selling price was disclosed and the new owners have not been identified.

The hotel is currently being modernized and expanded, with 36 more rooms being added. Upon completion of the program, it will have 132 rooms, as well as a large banquet and convention hall. Also involved in the deal, which was transacted through Central Trust Co. of Canada, Moncton, was a considerable tract of real estate, adjacent to the hotel property.



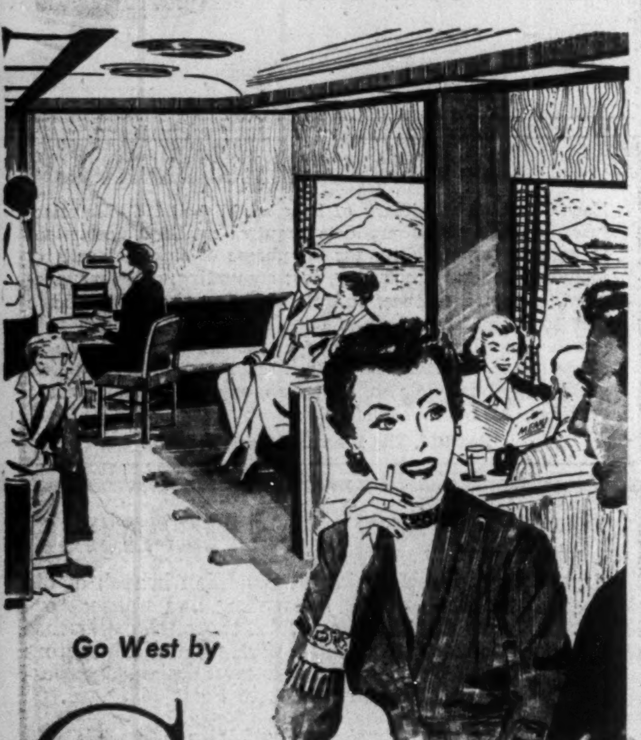
Australia is Growing too!

Migration and investment are contributing to Australia's rapidly increasing importance in the world of trade.

A. N. Z. Bank knows Australia and New Zealand and the Bank's broad experience covers virtually every type of trade. For factual information address us direct or through your banker

AUSTRALIA AND NEW ZEALAND BANK
LIMITED
in which A·N·Z are merged
Bank of Australasia Established 1835
The Union Bank of Australia Ltd. Established 1837

*General Manager's Office:* 394 Collins St., Melbourne, Australia.
*Principal Office in New Zealand:* Lambton Quay, Wellington, New Zealand.
*London Office:* 71 Cornhill, E.C.3.
*Over 700 Branches and Agencies throughout Australia and New Zealand, in Fiji, and in London.*



Go West by

The Continental Limited

Canada's scenic wonders roll by as you relax in comfort on Canadian National's famed Continental Limited. The ever-changing landscape unfolds through broad picture windows . . . forest and lakeland, wind-swept prairies, the towering Rockies, incredible Thompson and Fraser Rivers. You see them all when you travel "The Jasper Way".

It's the pleasant way to go . . . modern bedrooms, sleepers, lounge cars, coaches offer a variety of fine accommodations. Superb meals in bright diners. The Continental Limited serves . . . *Montreal, Ottawa, Toronto, Minaki, Winnipeg, Saskatoon, Edmonton, Jasper* and *Vancouver*...on dependable daily schedules. By arrangement, at major points you can have a drive-yourself car waiting for you.

*For Reservations and information regarding your business and pleasure travel, see, write or phone your local Canadian National Passenger Agent.*

TRAVEL GIFT CERTIFICATE
Good for train travel to any rail destination . . . for any amount you wish . . . on sale at all Canadian National ticket offices. A gift that's sure to please.

CANADIAN NATIONAL RAILWAYS

THE ONLY RAILWAY SERVING ALL TEN PROVINCES

They SAW shock absorbed by a FALK Steelflex Coupling

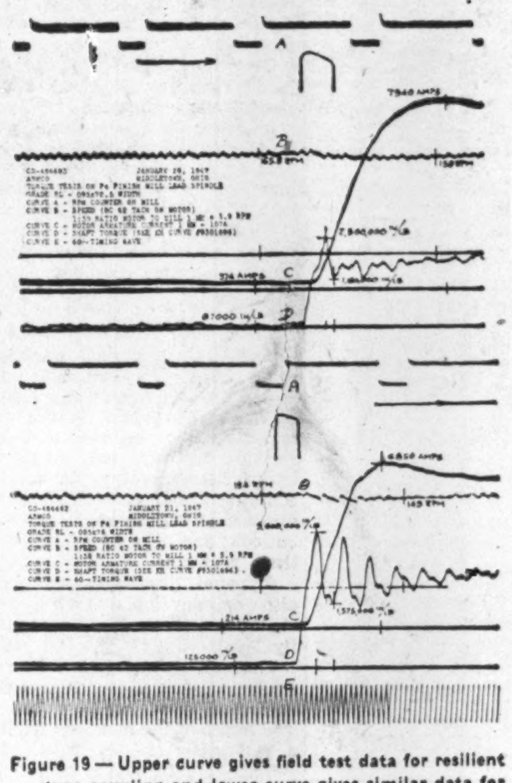


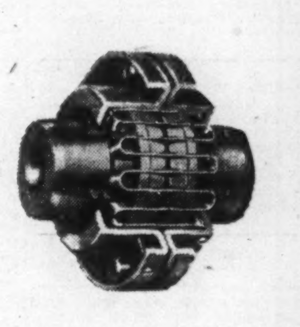
Figure 19 — Upper curve gives field test data for resilient type coupling and lower curve gives similar data for gear type coupling.

THEY—Technicians of a leading U.S. electrical corporation.

PLACE—A steel rolling mill in U.S.A.

REASON—To determine the exact extent of load reduction by the application of a FALK Steelflex Coupling in this installation when measured by proper instrument.

RESULT—In the test (of which this chart is a part) the impact torque was reduced 30% with the FALK Steelflex Coupling. Full report presented to AISE Convention, October 1949. Copy of report available on request.



All sizes in general use in industry shipped promptly from stock in Owen Sound.

This is one documentary. Equally satisfactory results of FALK Steelflex Coupling applications are experienced by Canadian steel rolling mills.

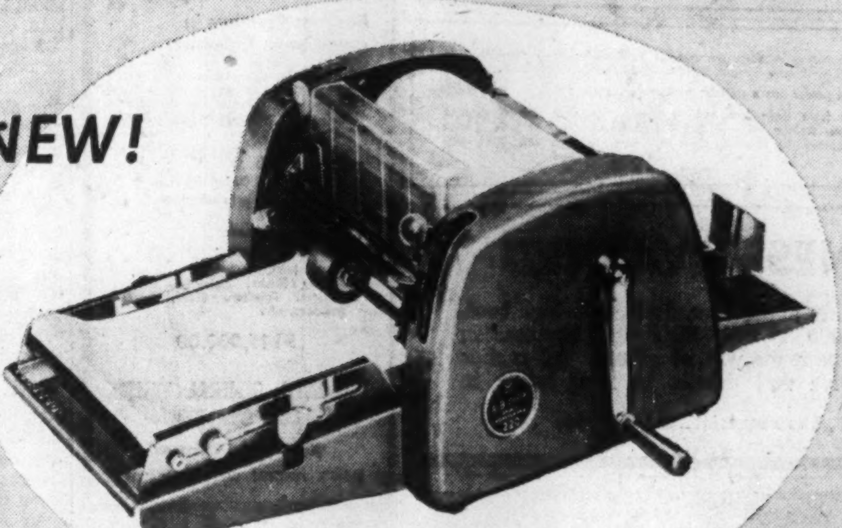
FALK Steelflex Couplings are applicable to more than 90% of all industrial installations, and specialized types of Steelflex Couplings can be supplied for special services and dual-purpose application.

FALK Steelflex Couplings in all sizes in general use are available from stock in Owen Sound. Emergency requirements given special attention. Prompt service is assured.

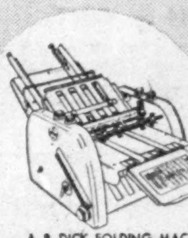
THE WILLIAM KENNEDY & SONS LIMITED
HAD-MIL
A DIVISION OF MILLSPAUGH LIMITED, SHEFFIELD, ENGLAND
OWEN SOUND, ONTARIO
MONTREAL: 1224 ST. CATHERINE ST. W. • ST. CATHARINES: 50 CHURCH ST.
HAILEYBURY: JOHN H. BRUMELL

RYDER
FOR GENERAL PURPOSE AND HIGH PRODUCTION
MACHINE TOOLS
Consult a RYDER Sales Engineer
J·H·RYDER MACHINERY CO.
LIMITED
TORONTO · WINDSOR · MONTREAL
HAMILTON · WINNIPEG · VANCOUVER

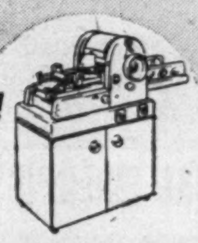
A. B. DICK sets the pace in MODERN Duplicating



A. B. DICK *Spirit* DUPLICATOR
KEEPS
the spirit process
SIMPLE



A. B. DICK FOLDING MACHINE —versatile, easy to use, saves time, pays for itself, permits centralization, increases accuracy.



Your choice of four electrically driven A. B. Dick mimeographs. Speeds up to 180 copies per minute.

REcessED OFFSET with A. B. DICK lithograph paper plates and masters.

For less frequent use—choose one of four inexpensive hand-operated A. B. Dick mimeographs. A. B. Dick mimeographs are for use with all makes of suitable stencil duplicating products.

NOW, in addition to setting the pace in MODERN mimeographing, A. B. Dick brings new, MODERN standards of excellence and efficiency to the *spirit* and *offset* processes, as well.

MODERN A. B. Dick spirit duplicator, with simple, step-by-step instructions always visible, makes short-run duplicating so automatic and fool-proof that a child can do it . . . And for a revelation in cleanliness, use the new CLEEN-SEAL master units.

MODERN A. B. Dick *lithograph* paper plates and masters, for REcessED Offset, mean longer runs with sharp definition, easier, better corrections, more successful filing, greater fidelity in reruns, ease in revising copy, and notable resistance to fingerprints.

MODERN A. B. Dick electric folder feeds and folds up to six stapled sheets at one time. Easy to use, saves time, cuts costs, increases accuracy, permits centralization—and is surprisingly inexpensive.

MODERN A. B. Dick *products* do indeed set the pace in MODERN duplicating. For complete information consult your A. B. Dick distributor—or send coupon below today.

A·B·DICK
THE FIRST NAME IN DUPLICATING

FOR FULL INFORMATION check one or more of the following items, add your name, clip the coupon to your letterhead and mail to
A. B. DICK COMPANY OF CANADA, LTD.
189 John Street, Toronto, Ont.
☐ NEW A. B. DICK Spirit Duplicator.
☐ NEW A. B. DICK mimeographs.
☐ NEW A. B. DICK REcessED Offset.
☐ NEW A. B. DICK Folding machine.

# CLASSIFIED ADVERTISEMENTS


## POSITIONS WANTED

**POSITION WITH** opportunity desired by 1950 University of Toronto B. Commerce. Masters degree from America's oldest graduate business school. Box 794, The Financial Post, Toronto.

**DEPARTMENT OR** Office Manager-Accountant. Broad experience in general accounting, costing, purchasing, general office routine, personnel supervision. Age 33. Box 803, The Financial Post, Toronto.

**AVAILABLE AT ONCE** — Sales Executive free to travel for extended periods anywhere, any time. Over 20 years diversified sales experience in Canada and the U. S. British born and educated. Contemplating visiting Brazil where have excellent connections and could execute missions Rio and Sao Paulo. Write Box No. 855, The Financial Post, Toronto.

**SUCCESSFUL BUSINESSMAN,** Internationally-known and recognized in his field, highly experienced in Public Relations, Sales Promotion and Development, seeks position with high earning potential, with or without capital investment. Tough propositions welcomed if returns commensurate. Box 858, The Financial Post, Toronto.

## Business Opportunity

**EXPLORATION COMPANY** with liberal contracts and considerable prospects is being formed and offers 25 percent share interest for a loan of 20,000 dollars or proportionate amounts repayable at 6 percent over 5 years. Box 836, The Financial Post, Toronto.

## FOR RENT

**OFFICES FOR RENT.** Floor space 3,500 and 1,330 square feet. Finest location. Greater Corner Brook Area-Broadway. Modern building. Concrete and steel, two storeys Being built by Newfoundland Engineering & Construction Co. Limited. Suitable for Doctors, Lawyers, Dentists, Corporations, etc. Parties interested in securing leases apply in writing or on construction to Owner—E. (Al) Kawaja, P.O. Box 257, or Phone 6685, Corner Brook West, Newfoundland.

## FOR SALE

### Automobile Agency

**HANDLING ONE OF BIG 3**

**SITUATED** in Eastern Ontario and established over 30 years. Modern, fully equipped two building garage. Shop area approximately 4000 sq. ft. Showroom approximately 1000 sq. ft. All shop equipment replaced within the last two years. Modern living accommodation for two families. At present also holding agencies for popular appliance lines. Annual gross over $400,000. All inquiries will be held strictly confidential. Selling for reasons of health. Apply Box 847, The Financial Post, Toronto, Ont.

**SELF SERVE HARDWARE IN MODERN** Store 3200 sq. ft. Growing payroll town, Vancouver Island. Staff of 3. Good Xmas Trade Coming. Fixtures and inventory $30,000.00. Absentee owners have other interests. Purchaser has option to buy modern block, 8 stores showing gross monthly rental $840.00. Further details, write owners Stewart & Hudson Ltd., 405 Gorge Road, Victoria, B.C.

## REAL ESTATE

**FOR RENT**

**STORE** in Kingsville, Ont., about 40 x 100; best location in town; newly decorated; extra storage space. Apply Conklin Planing Mills, Kingsville.

## AGENCIES WANTED

**WANTED: HIGH QUALITY,** fast moving, food lines for distribution in Halifax and suburban area, by well established food broker/wholesaler. We serve a very large percentage of the retail trade in this area with the products handled. Office and warehouse in Halifax, including refrigerated space. Special attention given the right product(s). For further details apply Box 852, The Financial Post, Toronto.

**COMMERCIAL TRAVELLER,** well established with good connections, is interested in a profitable side line on a commission basis for the Province of Nova Scotia. Apply Box 854, The Financial Post, Toronto.

## MANUFACTURERS AGENTS

**MANUFACTURERS' AGENT** contacting Western Canada Oil Industry and Industrial Accounts, desires to contact Companies requiring representative in Alberta or Western Canada on a Retainer or Commission Basis. Splendid references. Associate Industries (Western) 131 - 7th Ave. East, Calgary, Alberta.


# Strong Business Outlook Seen By Chamber Members

By PAUL DEACON

EDMONTON (Staff) — Canadians should look for some slowdown in business in 1954, after this boom year in which new records may be set. Next year should still be a busy one, nevertheless.

Over the longer term, we can look forward to continued expansion of our economy.

In brief, that just about sums up the outlook for Canada as expressed here this week at meetings and discussions among members of the Canadian Chamber of Commerce.

The Chamber's 24th annual meeting touched on many phases of the country's life. In addition to working on policy declarations covering such important topics as Canada-U.S. relations, immigration, employer - employee relations, national health and health services, and public finance and taxation, the agenda included sessions on ways and means of improving general public understanding of our economic system; forecast of the probable business outlook; and discussions on world trade problems.

A panel discussion was held also on developing board and chamber activity at the community level.

Through all the sessions, there's evidence of a strong confidence regarding the country's future. The locale of the meetings itself—a fast growing city which has jumped in population from 118,000 to 183,000 in the short time since oil was discovered at nearby Leduc in 1947 — gave added meaning to the words of the economic forecasters who pointed out that while there were definite signs of a slowing up in business, Canada's newly-found natural resources would be an important factor in minimizing any decline.

### Comparison with U. S.

For instance, Douglas Gibson, supervisor, economics department, Bank of Nova Scotia, discussed some of the factors in the U. S. economy which pointed to a downturn, and noted that similar signs were evident here.

In the situation in the two countries, there are some important differences, however.

Said Mr. Gibson: "Fortunately, the Canadian economy has a stronger growth element in it than that of the United States. Our population has been increasing more rapidly than across the border owing to considerable immigration and to a slightly higher birth rate.

"We have been having a relatively larger development of resources and we have been adding notably to the output of fuels on which industrial growth is based, especially oil, natural gas and hydro-electric power.

"The underlying trend of world demand and U. S. demand in particular appears to favor the kind of resources with which we are so well endowed.

"There is a strong momentum about our growth.

"And we have developed our own national economic policies to a much greater degree than in the past."

For these reasons and because projects once started are usually completed, he concluded that there would be a very large investment program next year, although probably below this year's record $5.6 billions.

### Capital Investment Outlook

Another member of the business outlook panel, J. T. Bryden, general manager, North American Life Assurance Co., pointed out some of the reasons why the country's capital investment program would probably fall short of this year's record level.

There are many programs which will be continuing — oil and resource development, hydro-electric development, telephone service, transportation equipment.

But, he said, in a number of our larger industries — steel and automotive, for instance — capital expansion of a major nature has been virtually completed.

"Store, office and hotel construction has helped to boost the 1953 totals since restrictions were eased, and while this category may take up some of the slack in 1954, a great many of such projects would seem to be under way already.

"You can point to the great need which exists for institutional buildings such as churches, universities, hospitals, but there are special problems of finance before such needs can be realized. Nearly all depend, at least in part, on popular subscription and many recent campaigns have achieved their objectives only with difficulty.

"Similarly you can point to the wide area of need which can only be satisfied by government spending, particularly provincial and municipal, for highways, bridges, schools and municipal services of all kinds. These are likely to be a sustaining factor, **but again these expenditures provide a problem of debt creation by those governments** which must be measured against their revenue resources and their ability to service the debts."

Housing construction is likely to hit a record 100,000 units this year, with a total expenditure of close to $1 billion, Mr. Bryden predicted. Such expenditures are not likely to be significantly higher next year, although they should remain about the same, he said.

Regarding the source of funds to support 1954's capital expenditures, savings are vulnerable to any change in the momentum of prosperity. Savings from a government surplus do not look very likely. The trend of personal savings is difficult to assess, but business saving, he felt, is vulnerable. Depreciation allowances, one source, may not alter greatly, but any let-up in business activity might affect significantly the volume of corporate retained earnings.

Savings are not completely fluid, and it remains to be seen whether our savings sources can adapt themselves completely to the fulfillment of our capital investment intentions, he said. Interest rates, he felt, would remain high for some time.

In a paper dealing with the consumer side of the picture, Alexander Forst, president and general manager of Forsts Ltd., Vancouver retailing firm, indicated that after three years of great activity for the retail trade, 1954 may bring difficult adjustments for this field.

Business for the balance of this year should be satisfactory, but merchandising is becoming keener than ever before and there are some important problems concerning overhead, staff wages, provision of light, heat and telephone service. These services have approximately doubled in cost since the war, he said, and profits have not shared this advance.

The remedy, he held, can only be an increased volume of business.

Mr. Forst said that many of the competitive practices being used by some retailers such as "no down payment," loss leaders and similar devices to attract business will prove detrimental to these firms. "The merchant who will give his customers real value, plus good service, and who knows his business in all its phases, is the merchant who will continue a favorite with the buying public."

# IBRD To Offer 3-Year Bonds

A $75 million issue of three-year bonds will be offered on Sept. 29 by the International Bank for Reconstruction and Development. Interest rate will be determined in the light of market conditions at the time of offering, said the bank's President Eugene R. Black.

"The offering is designed to meet the demand, both in the U. S. and abroad, from institutional investors and commercial banks for high-grade bonds of short maturity," said Mr. Black. The bank expects to sell the issue through an underwriting syndicate headed by Morgan Stanley & Co. and the first Boston Corp.

The bank last week made a $20 million loan to help finance construction of a chemical pulp mill and a newsprint paper mill in Chile. The new plants will eliminate the need to import paper pulp and newsprint and will produce a surplus for export, the bank states.

Joint borrowers are a privately owned Chilean corporation and a Chilean Government agency; loan is guaranteed by the government. The chemical plant will have a capacity of 50,000 tons of pulp and 10,000 tons of kraft per year. Annual capacity of the newsprint mill will be 44,000 tons of newsprint and 6,000 tons of boxboard.


# Real Estate

A Dominion-wide market place for buyers and sellers of land, residences and commercial buildings.

## OFFICE SPACE TO RENT

Central Montreal, Park and Sherbrooke, 2 clear floors, 4000 ft. each. One floor air-conditioned and acoustic tiled. Elevators, tiled floors, reinforced concrete building. Ample parking. Suitable for insurance companies, advertising agencies, engineers and architects, high class fur salons, clubs, etc. Immediate occupancy. 3485 Park Ave. Plateau 5448.

Small solid brick factory building suitable for storage or manufacturing covering five thousand feet on two floors with new freight elevator and land for expansion.

This building has sixty cycle power has a standby gasoline generator.

Located one hundred feet from main Montreal to Toronto highway and in perfect condition ready to move in. Asking price of $15,000.00 or will rent at $.35 a foot on a ten year lease. Located in Trenton, Ontario. Wm. Krangle Co. Ltd., 445 King Street West, Toronto.

## BUSINESS WANTED

Man with medical experience desires to buy business. Value 50,000 to 200,000. Prefer business in which above experience will be of use. All replies confidential. Give full details in first letter to

Box 843, The Financial Post, Toronto.

## INDUSTRIAL BUILDINGS FOR SALE OR RENT

Commercial Leaseholds Limited design, engineer and build plants for lease or contract. Complete service including all details from original property survey to completed structure. Unified control by specialists in industrial design and construction assures low costs and rapid completion.

WRITE TODAY for complete information

COMMERCIAL LEASEHOLDS LIMITED
299 MAIN STREET EAST, HAMILTON, ONTARIO

## RANCH for Sale

The Royal Trust Company is prepared to receive tenders for the purchase of very desirable ranch property known as the Walrond and Porter Ranches comprising about 27,962 acres freehold and 20,859 acres leasehold, north of Lundbreck in the Province of Alberta, with approximately 3,000 head of cattle, machinery and ranching equipment. This property is well improved.
Further particulars and arrangements to inspect will be furnished to bona fide interested parties upon request.

THE ROYAL TRUST COMPANY
115 - 8th Avenue West,
Calgary, Alberta,
Telephone 61091.

## For Sale

**Business Premises in down town Calgary!**

Would spacious premises in Calgary's business area be an asset to your business? Let us send you full details of this brick & concrete office building . . .

- Full basement
- One storey 60 ft. by 118 ft.
- Construction allows addition of further storey
- Hydraulic elevator
- Parking lot adjacent
- Ideal location for Oil Company, Supply House, Sales & Business Offices, Furniture Store, Printing Business, etc.

$145,000.00

TORONTO GENERAL TRUSTS CORPORATION
*Real Estate Department*
315-8th AVENUE WEST — CALGARY

## LONDON — ONT.

5 acres at $2500 per acre, sanitary sewer, city water, new industrial area on good highway with railway at rear. Excellent buy for Industrial site.

W. W. EVANS, REALTOR
525 RICHMOND ST. LONDON
PHONE 4-3287

## HOTEL FOR SALE

Principal Hotel in leading country town in Jamaica. Altitude 2100 ft. ¼ mile from centre of town. Accommodation: 38 guests, staff quarters. In 7 acres of gardens, citrus & tennis court. Club amenities include golf & tennis. Expansion desirable either by increasing main building or erection of cottages in grounds. Write: Owner/Mgr. Hotel Manchester Ltd., Mandeville, Jamaica.

## TO RENT

Factory or Warehouse Space
20,000 square feet

Overhead travelling crane
Heated — 60 cycle power

Railway sidings, C.P.R. and C.N.R.

LOCATED IN SOUTHWESTERN ONTARIO

Box 813, The Financial Post, Toronto


# Insurance Agents Would Widen No-Claims Bonus Application

The Canadian Federation of Insurance Agents has recommended that the "no-claims bonus" in automobile insurance rating be extended to include vehicles used for business.

At present it applies only to private passenger pleasure cars driven by an over-25 driver with a three-year accident-free record.

The suggestion that it be broadened has been made previously and many companies agree it might be adopted if the experience under the present no-claims bonus system proves satisfactory. When the no-claims bonus was tried before, it was not satisfactory because many abuses crept in: drivers giving wrong information; agents allegedly recommending unqualified drivers for the bonus, etc. This time, stricter supervision is expected to give better results.

If the recommendation were adopted it would probably affect single trucks used for commercial purposes as well as passenger cars used for business. At present commercial vehicle fleets are insured under a type of merit rating, each fleet being insured according to its accident record.

### Other Recommendations

Other recommendations made by the Federation at its annual meeting at Ste. Adele, Que., last week were that:—

1. Rates be adjusted on classes of vehicles that have proven unprofitable to underwriters in order that such classes would find a more ready market and therefore leave fewer uninsured.

2. Further determined efforts be made to have the Dominion Board of Underwriters relinquish control over its members in so far as it governs agency contracts. Companies should be in a position to negotiate their own agency agreements with their own agents.

3. Further efforts be made to establish a single organization which would be supported by all insurers, on the basis of premiums written, to:

(a) Compute rates scientifically on the most up-to-date formulae available for as many classes of the insurance business as is reasonably possible.

(b) Give advice to municipalities regarding fire prevention and to carry on the necessary inspections to ascertain that the water supplies and adequate fire-fighting protection are maintained.

(c) Promote safety in the operation of automobiles by providing vehicle inspection and road supervision for commercial fleets; studying and advising on traffic control; etc.

**(d) Correlate the efforts of all companies to minimize question**able claims; to help reduce the over-all cost of insurance to the public by investigation of garages inflating repair bills; eliminating payment of claims now being paid because it appears to be more economical to pay than defend; and defend a claim whenever it appears to be in the public interest.

The resolutions represent the opinion of the agency body, not necessarily the feeling of the companies. Two company executives however stated that most of the courses recommended were already being done: such as the centralized collection of data on which to calculate automobile insurance rates.

Opposition was voiced, however, regarding the control of agency contracts. It was stated that agency commissions are a big factor in the premium rate and therefore of vital concern to the companies.

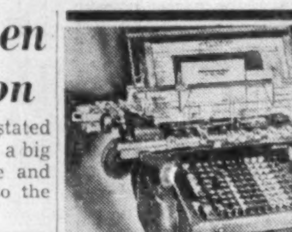
**CLIX ATHABASCA** advises that diamond drilling is expected to be under way on its 1,640-acre property south of Beaverlodge Lake within two weeks to follow up a "successful surface program" which has opened up or extended a number of radioactive occurrences. Twelve new radioactive discoveries all associated with favorable structural conditions have been made within the mapped area with the Gancho Valley, approximately 600 ft. east of Griff Lake, especially shaping up as a promising area.

**AMAX ATHABASCA** has intersected a 50 to 60-ft. wide radioactive fault zone structure in testing of the Guts Lake fault structure in the northeast sector of its property flanking the east boundary of Rix Athabasca. Both holes RV 129 and RV 130 intersected a radioactive fault zone approximately 50 ft. wide, hematized and brecciated. Hole RV 129 also cut a 1-ft. section assaying $26.10 per ton. Another hole has cut a different radioactive zone showing a width of 60 ft. Drilling is proceeding.


## FOR SALE LSM VESSEL

Complete with FM Engines. Will sell with or without machinery. Now under Canadian Flag. Location Halifax.

AMPOWER CORPORATION
50 BROAD STREET, NEW YORK 4
Whitehall 4-6975



This machine is in excellent condition. It comes complete with steel desk, chair and floor lamp. Can be converted from one job to another simply by replacing the stop-control bar in a matter of seconds. Has automatic dater and many other features.

## FOR SALE

USED

"National"

Typewriting-Bookkeeping Machine
MODEL 30412 (118)

*For details write:*
Kern Farm Equipment Ltd.,
Sixth and Hamilton,
REGINA, Saskatchewan.
*Attention: Winston Knoll*

# Careers

This is Canada's national meeting place for executives who have positions to offer, and for those who have ability to offer

## AVAILABLE SHORTLY

Experienced corporate secretary, age 33, ambitious and aggressive. Fully capable of handling position as accountant and/or Office manager and can take complete charge all administrative details. Write

Box 857, The Financial Post, Toronto.

## CHARTERED ACCOUNTANT

in his thirties for national warehouse organization with Head Office in Toronto.

Box 848, The Financial Post, Toronto.

## A FINANCIAL EXECUTIVE IS AVAILABLE

Qualified Accountant and Lawyer, middle forties. Experience — corporate finance, taxes and corporate law — U.S.A. and Canada, public utility, heavy industry and mining. Salary — under $15,000. Detail upon request to responsible parties.

Box 840, The Financial Post, Toronto

## MECHANICAL ENGINEER

Professional Engineer, age 38, presently employed as Plant Engineer in medium size industry, seeks broader opportunity. Experienced in Plant layout and equipment installation. Willing to locate anywhere.

Box 844,
The Financial Post, Toronto.

## CHARTERED ACCOUNTANT REQUIRED

Toronto, Ontario practising chartered accountant requires the services of a chartered accountant to assume the duties and responsibilities of conducting widely spread out and varied practice. Starting salary between $5400 and $6000 per year and including fringe benefits, depending on experience, training and inherent qualities.
Applications should be made in applicant's own handwriting, stating qualifications and past experience as well as any other pertinent information.
Box 856 The Finanacial Post, Toronto

## YOUNG CHARTERED ACCOUNTANT

with several years of varied experience, desires position in the Maritimes with responsibility and future.

Write Box 850,
The Financial Post, Toronto

## OPPORTUNITY FOR DIRECT SALES MANAGER

International manufacturing concern with product for direct sale to farm market needs seasoned direct sales manager, experienced in recruiting, training and directing sales organization. Opening is in Western Ontario. Product is well established. Liberal commission plan offers unusual opportunity to right man. Send comprehensive review of background and photo if available in your first letter. The Financial Post, Box 841.

## A CHARTERED ACCOUNTANT

*(Assistant Professor) at Royal Military College Kingston, Ont.*

Starting Salary — $4,340-$5,620. To teach two Accounting Courses and one course in Corporation Finance or Industrial Management.

For further information write to The Secretary, Civil Service Commission, Ottawa, or Col. W. R. Sawyer, Ph.D., Director of Studies, R.M.C., Kingston.

## Assistant to Chief Executive, Partner for Agency, or Sales Engineer Manager Available.

Seeking opportunity with manufacturing or distributing company merchandising hard goods to industry. Experienced selling equipment manufacturers and wholesalers. Salary and commission or share in profits preferred.

BOX 809, THE FINANCIAL POST, TORONTO.

## SALES EXECUTIVE

with 20 years Sales Promotion — Business Management — Public Relations
Contact with
DRUG — HARDWARE — DEPARTMENTAL STORE TRADE
will act as SALES EXECUTIVE or MANUFACTURERS' COMMISSION AGENT in Alberta or could give coverage to Western Canada on Retainer or Commission basis. Top references supplied.
Box 853, The Financial Post, Toronto.

## EXECUTIVE AVAILABLE

Unlimited experience in procuring easements and paying damages. Fully experienced in oil and natural gas lines. Practical experience, business administration, real estate, finance, investigation procedures and general law. Been working in Canada for one year, would like to remain. Age 40. American citizen. Bilingual. Willing to travel. Present position supervisor of right of way. Please reply to:

BOX "B", ST. EUSTACHE, QUEBEC

## MECHANICAL ENGINEERING SUPERVISOR

Required for Twenty Million Dollar Chemical and Metallurgical Plant outside Edmonton, Alberta. Should be experienced in Mechanical and Structural Design and in Plant Maintenance. Power Plant experience useful. A graduate engineer with 8 to 12 years is required for this position. Housing Available with Moving expenses paid. Salary open.

Apply Box 846, The Financial Post, Toronto.

## BUILDING MANAGEMENT EXECUTIVE

Young married man, presently employed, with a knowledge of all phases of building and property management, desires to change his position for one providing greater scope for his ability and experience.

Willing to move anywhere in Canada.

Box No. 849, The Financial Post, Toronto.

## JUNIOR CONTROLLER

New Canadian subsidiary of long established U.S. Manufacturer of light metal products requires qualified accountant to assume responsibility for all phases of financial activity including general accounting, cost accounting, office management, credits, insurance, budgets, etc. Age 27-32. Must have had some industrial experience. University graduate preferred. Excellent opportunity for young man to advance to officer status. Starting salary $5,000 to $6,000. Reply in detail giving age, family status, education, experience and present earnings. All replies confidential.

Box 845, The Financial Post, Toronto.

## PLUMBING and HEATING

supply firm, recently started Canadian branch of old established firm, offers interesting and unusual opportunity for alert salesman with thorough experience and good connections with wholesalers and contractors in this field. Good salary and commission, and possibility for quick advancement to Sales Manager.

Send full details in strictest confidence to Box 851,
The Financial Post, Toronto.

## ACCOUNTANTS

OPPORTUNITIES for young men, preferably with C.A. Degree. Large National Organization has openings leading to Senior Accounting Positions. Must be active, aggressive, able to accept responsibility, and able to get on well with others.

Replies, which will be considered in confidence, should give complete details of experience and training, and be directed to

Box No. 859, The Financial Post, Toronto.

## COMPTROLLER

Applications are invited for the position of chief accounting officer of a large manufacturing company located near Toronto. Responsibilities include executive assistance to the President on administrative matters and direction of an extensive program of system revisions throughout the company. Preference may be given to chartered accountants between 35 and 45 with a minimum of 5 years senior administrative experience in industrial organizations.

Applications should provide full details as to personal status, and educational and business qualifications. Candidates are to be interviewed initially by a partner of a national accounting firm. The strictest confidence will be preserved and applications will be returned if desired.

Box 827, The Financial Post, Toronto

• The best time to buy growth stocks is when they are cheap on the basis of real intrinsic values, — not when they have gone up 200% or 300% in price in two or three years to sell at 20 to 30 times earnings and on yields of 3% or less. We study this sort of thing very carefully and have the kind of information you need to decide about basic values in stocks.

MOSS, LAWSON & CO.

MEMBERS:
THE TORONTO STOCK EXCHANGE
THE INVESTMENT DEALERS' ASSOCIATION OF CANADA

219 BAY ST. • TORONTO 1 • EMPIRE 4-9281

FRANK G. LAWSON • WILLIAM J. KERR • DONALD M. M. ROSS
DONALD G. LAWSON • ROBERT B. G. CLARKE

The Canadian Chartered Accountant

10 ADELAIDE ST. EAST TORONTO 1, ONTARIO

Office Mechanization

Bank Inspection in Canada

The Chartered Accountant: Yesterday and Today

The Obligations of a C.A. Firm to Its Students

THE TAX REVIEW
What Are Capital Gains?

Latest Tax Cases, Orders and Regulations

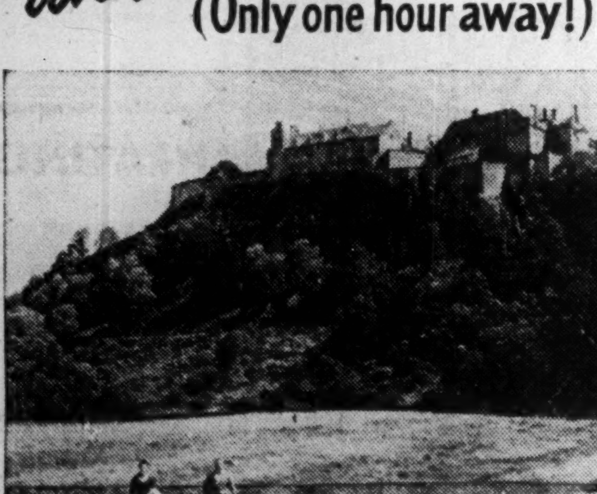
$5.00 a year SEPTEMBER Issue $5.00 a year

THIS IS

BRITAIN..

The famous Princes Street in the stately capital city of Edinburgh, Scotland.


and so is this!
(Only one hour away!)

High above the river Forth stands historic Stirling Castle—residence of Scottish sovereigns from 1106.


BRITAIN is your holiday land, whatever your holiday tastes. You can climb heathered hills by a lonely loch and in an hour or two be listening to an opera at Edinburgh's famed Festival. You can relax in an old-world village by the riverside and enjoy the pleasures of London's West End gaiety, all in one day and without hurry. For Britain has everything . . . and everything is close by in Britain. And wherever you go . . . whenever you go . . . you'll find Britain an unforgettable holiday land. Plan your visit now, with the help of your travel agent . . . or write for literature and all information to: The British Travel Association (Dept. FP-1), 90 Adelaide Street West, Toronto, Ontario.

For a holiday of contrasts . . .
Come to Britain


# Trend of Business

**Unusual situation in life insurance,** which has been gaining steadily in sales volume till now. July sales were 1% below same month last year. Reason is unusually high group insurance put in force in that month last year. Ordinary life insurance, biggest part of total, 18% above same month of last year.

**Population** at June 1 was 14,781,000. Increase of 351,000 over same time last year. Up 772,000 from two years ago at census date. Alberta passed the million mark—1,002,000. Fourth province to do so. Saskatchewan made slight gain for second year in row; an important indication for the wheat province, which lost population between the last two censuses. Other provinces all continued gains.

**Business failures** across Canada number 91 in last six weeks, compared 70 in same period last year. (Dun & Bradstreet).

**Department store sales** in July 8% above same month last year. Big rise—23%—in stocks puts stock-sales ratio at rather high level. August sales 1% below year ago.

**Prices of industrial materials** at Aug. 28 a shade lower than beginning of month, according to official index. Average for August 6% below same month last year.

**Foxes fewer, mink more numerous,** indicates forecast of pelt production of fur farms in 1953-54 season. Some 8,500 standard silver foxes to be pelted, as against 17,200 last season; some 4,200 new type foxes, as against 6,500. Standard mink to be pelted down to 329,700 from 361,600; but increases other types of mink. Silverblu, up to 109,100 from 92,400; pastel, to 117,100 from 64,300; other mutations, 67,300 from 22,900.

**More women** in labor force than couple of years ago, by proportion. Reason—pickup in consumer goods industries which employ them in large numbers.

**Stocks in chain hardware stores** at midyear about 40% above last year same time, in value. Sales in July up 19% though from year earlier.

**Turkeys** on farms at midyear 17% fewer than same time last year. But last year saw a big increase over the year before.

## Major Weekly Indicators

| | Latest Week | Week Ago | Month Ago | Year Ago |
|---|---|---|---|---|
| Department store sales (% ch. from year earlier) | +8 | —8 | —2 | +14 |
| Carloadings, total | 107,517 | 84,938 | 126,531 | *109,979 |
| Eastern Canada (cars) | *70,583 | 53,897 | 81,673 | *70,755 |
| Western Canada (cars) | *36,934 | 31,041 | 44,858 | *39,224 |
| Iron & steel products (cars) | *2,212 | 1,675 | 2,563 | *2,400 |
| Ores, concentrates (cars) | *6,506 | 4,512 | 4,203 | *6,787 |
| Base metals (cars) | *661 | 422 | 726 | *663 |
| Lumber, timber, plywood (cars) | *5,771 | 4,542 | 7,213 | *6,144 |
| Cement (cars) | *1,511 | 1,239 | 1,526 | ..... |
| Bus. failures (4-wk. moving av.) (No.) | 17.5 | 16.3 | 16 | 11.5 |
| Motor vehicle prod. (units) | 9,240 | 9,170 | 1,940 | 9,520 |
| Bank of Canada holdings of securities ($ millions) | 2,262 | 2,251 | 2,438 | 2,181 |
| Short term governments ($ millions) | 1,415 | 1,403 | 1,438 | 1,308 |
| Long term governments ($ millions) | 831 | 832 | 834 | 861 |
| Other securities ($ millions) | 16 | 16 | 16 | 11 |
| Canadian dollar (U.S. cents average) | 101.338 | 101.484 | 101.176 | 104.201 |
| T.S.E. industrials index | 300.44 | 307.39 | 313.14 | 318.17 |
| Bank Clearings— | | | | |
| Montreal ($ millions) | 315 | 376 | 393 | 368 |
| Toronto ($ millions) | 316 | 407 | 410 | 403 |

*Ten-day month-end period.

## Facts by the Month

| | Latest Month | Month Ago | Two Mos. Ago | Year Ago |
|---|---|---|---|---|
| **WHAT WE PRODUCE—** | | | | |
| ▪In all industries (Index) | 257.0 | 254.8 | 254.3 | 238.3 |
| ▪In factories (Index) | 274.1 | 271.7 | 270.6 | 251.3 |
| ▪Total nondurable goods (Index) | 233.0 | 230.2 | 227.8 | 219.6 |
| ▪Food & bev. (Index) | 245.2 | 228.4 | 211.3 | 245.6 |
| ▪Textiles (Index) | 184.7 | 196.2 | 228.7 | 162.3 |
| ▪Clothing (Index) | 165.6 | 173.2 | 182.1 | 146.2 |
| ▪Chemical products (Index) | 287.2 | 293.0 | 286.9 | 271.1 |
| ▪Total durable goods (Index) | 338.5 | 336.5 | 337.6 | 300.9 |
| ▪Iron & steel products (Index) | 300.2 | 299.8 | 305.3 | 292.9 |
| ▪Primary iron & steel (Index) | 331.6 | 331.6 | 357.9 | 309.6 |
| ▪From mines (Index) | 188.5 | 180.4 | 175.5 | 186.0 |
| ▪Metals (Index) | 120.7 | 118.1 | 125.0 | 118.2 |
| ▪Nonferrous smelting, refining (Index) | 230.3 | 230.3 | 244.1 | 224.2 |
| ▪Gold (Index) | 104.6 | 103.0 | 110.5 | 103.9 |
| —From farms | | | | |
| Hogs graded (000) | 411 | 399 | 462 | 562 |
| Cattle delivered (000) | 143 | 119 | 126 | 156 |
| ▪Flour (Index) | 162.8 | 176.5 | 162.8 | 177.9 |
| —From sea | | | | |
| E. Coast catch ($000) | 3,302 | 5,234 | 6,322 | 3,939 |
| W. Coast catch ($000) | 8,743 | 2,661 | 1,646 | 9,455 |
| —From forests | | | | |
| Newsprint (000 tons) | 491 | 463 | 480 | 486 |
| Pulp (000 tons) | 745 | 733 | 757 | 715 |
| —In powerhouses | | | | |
| Electricity (index) (seasonally adjusted) | 265.4 | 269.1 | 254.3 | 245.6 |
| **WHAT WE SELL—** | | | | |
| Retail sales ($ millions) | 1,045 | 1,075 | 1,016 | 978 |
| ▪Dept. store sales ($ millions) | 66 | 78 | 84 | 61 |
| Country store ($ millions) | 46 | 46 | 41 | 47 |
| Wholesale sales (value) (Index) | *378.9 | 375.9 | 366.5 | 368.5 |
| Pass. car sales (units) | 37,013 | 40,200 | 43,413 | 32,876 |
| **WHAT'S ON HAND—** | | | | |
| Mfrs. inventories (value) (Index) | 185.7 | 184.3 | 183.0 | 182.1 |
| ▪Dept. store stock/sales ratio | 3.4 | 3.0 | 2.6 | 3.0 |
| **SPENDING, SAVING POWER—** | | | | |
| Labor income ($ millions) | 969 | 949 | 924 | 875 |
| Dividend payments (Index) (annual rate) | 244.8 | 244.6 | 244.4 | 243.4 |
| **JOBS—** | | | | |
| Employment (Index) | 190.8 | 187.5 | 183.5 | 185.5 |
| Mfg. employment (Index) | 203.3 | 201.6 | 200.8 | 191.4 |
| **BUILDING—** | | | | |
| Contract awards ($ millions) | 147 | 151 | 189 | 176 |
| **FOREIGN TRADE—** | | | | |
| Exports ($ millions) | 335 | 305 | 313 | 387 |
| Imports ($ millions) | 422 | 393 | 360 | 393 |
| **MONEY—** | | | | |
| Money supply ($ millions) | 5,214 | 5,136 | 5,228 | 4,812 |
| Cheques cashed ($ millions) | 12,251 | 11,671 | 11,178 | 10,945 |
| Savings deposits ($ millions) | 5,152 | 5,126 | 5,100 | 4,836 |
| Current public loans ($ millions) | 3,543 | 3,469 | 3,402 | 2,928 |
| ▪Life insurance sales ($ millions) | 209 | 250 | 210 | 211 |
| **PRICES—** | | | | |
| Consumer price (Index) | 115.7 | 115.4 | 114.9 | 116.0 |

Index bases: production, wholesale sales, 1935-39=100; employment, payrolls, 1939=100; manufacturers inventories, 1947 average=100; consumer price index, 1949=100

**STRATEGIC MATERIALS—Production and Supply—**

| | Latest Month | Month yr. ago | Yr. to date | % chge. yr. to date |
|---|---|---|---|---|
| Steel ingots and castings (000 tons) | 352 | 305 | 2,123 | +11 |
| Primary copper (000 tons) | 22.3 | 22.8 | 113.3 | +3 |
| Nickel (000 tons) | 11.6 | 12.3 | 58.6 | —1 |
| Cement (000 bbl.) | 1,951 | 1,781 | 8,697 | .... |
| ▪Lumber (million fbm) | 791 | 674 | 3,588 | +17 |
| Exports (million fbm) | 308 | 292 | 1,060 | +1 |

▪New item this week.

Date for your file: The Financial Post, Sept. 19, 1953.

# Giant U.S. Construction Firm Opens Subsidiary at Montreal

MONTREAL (Staff)—One of the world's largest construction companies moved into Eastern Canada this week, with establishment of H. K. Ferguson Co. of Canada by H. K. Ferguson Co., of Cleveland, a subsidiary of the giant Morrison-Knudsen Co., of Boise, Idaho.

Heading the Canadian operation as vice-president and general manager is E. A. Charlton, formerly president and general manager of Central Paper Co., Muskegon, Mich. A native of Montreal, he is a McGill engineering graduate and was for many years vice-president in charge of operation of Canadian International Paper Co., and International Paper Co., New York. Ferguson Canada's head office will be at Montreal.

H. K. Ferguson Co. is currently engaged in the design and construction of a $20 million synthetic fibre plant for Imperial Chemical Industries of Canada Ltd., at Kingston, Ont. Other companies which the U. S. firm has recently serviced in Canada include Robbins & Myers Co., at Brantford, Ont.; Procter & Gamble Co. of Canada, in Hamilton; John Inglis Co., Toronto; National Cash Register Co. of Canada, Toronto, and Ford Motor Co. of Canada, Windsor.

### The Parent Company

The parent company of the new Canadian subsidiary, H. K. Ferguson Co., is a wholly owned subsidiary of Morrison-Knudsen Co., which incorporates 23 other subsidiaries all over the world, representing an equity of over $9 billions. Total construction work undertaken by the parent company during 1952 amounted to $346,078,000, with a backlog at year's end of over $286 millions. Net profit for the year totaled $5,437,672.

Other Canadian subsidiaries of the construction giant are: Morrison-Knudsen Co. of Canada, which is now engaged in the huge Kemano-Kitimat for Aluminum Co. of Canada; B. C. International Engineering Co., Vancouver; Northern Construction Co. and J. W. Stewart Ltd., Vancouver (66.7% owned); Campbell Construction Co., Calgary; Stuart Cameron & Co., Vancouver; and Morrison-Knudsen of Alberta Ltd., Calgary. The company also has a minority interest in Mannix Ltd., which is building the Quebec North Shore and Labrador railway project.

Capitalization of Morrison-Knudsen Co. consists of 2 million common shares (par value $10) authorized, 974,419 outstanding and $13,233,844 in long term obligations.

**GENERAL DYNAMICS CORP.** reports 100 $3 par common shares issued to holders of restricted stock options, making 840,720 common shares now outstanding.

# Mtl. Shopping Hub, 1st of 4

MONTREAL (Staff)—The first of four giant shopping centres under construction in the Montreal area was opened this week.

The $1.5 million Champlain Shopping Centre, built by S. D. Miller & Sons Ltd., Montreal, to serve an estimated 22,000 families in the city's east end, has 150,000 sq. ft. area and contains 18 stores, handling all types of merchandise. About half the space is devoted to parking, accommodating more than 500 cars, other transportation is being provided by the Montreal Transportation Commission which has inaugurated a special bus service to the Centre.

Included in the U-shaped unit are: Steinberg's Ltd., F. W. Woolworth Co., a branch of the Dominion Bank, a "Singer Sewing Centre," several clothing shops, a jewelry store, a milk bar, hardware store, pharmacy, candy store, and gasoline station, as well as a doctor and a dentist's office.

Other shopping centres currently being built in the Montreal area are the Boulevard Shopping Centre, a $3 million, 200,000 sq. ft. unit expected to be opened later this year; the Bourget Construction Co. development, a 14-store unit being built at Ville St. Laurent; and the 22½-acre Dorval Gardens Shopping Centre which is expected to be opened next April, with 37 shops and parking area for 2,000 cars.

**U. S. $ Value in Canada**
Daily at Noon as Reported by The Bank of Canada
Week Ended—Sept. 11, 1953

| | | | |
|---|---|---|---|
| Mon. | ........ | Thurs. | .98 20/32 |
| Tue. | .98 23/32 | Fri. | .98 23/32 |
| Wed. | .98 21/32 | Ave. | .98 87/128 |

**MANIWAKI, QUE.,** has sold $180,000 4½% bonds due Sept. 1, 1954-73, to J. F. Simard & Co. at 95.53. Net cost 5%. Proceeds for road works. Net funded debt at Dec. 31, 1952, $271,609. Population 4,500.


IN MONTREAL

Men of affairs naturally stop at THE WINDSOR because of its reputation for dignified comfort, unobtrusive, courteous service and its convenient location—and because THE WINDSOR is recognized as the proper place for business and social meetings.

THE Windsor
ON DOMINION SQUARE
J. ALDERIC RAYMOND
PRESIDENT

Experienced Counsel . . .
F. WALTER PERKIN
CUSTOMS-EXCISE CONSULTANT
17 Glencairn Ave.,
Ottawa, Ontario.
Tel. 5-5629

Close the time and distance gap

with instant accurate BELL TELETYPE
ANOTHER DEPENDABLE BELL SERVICE

MODERN management keeps in close contact with all company units through BELL TELETYPE. Combining the speed of the telephone with the written word of the typewriter, the distance between each branch disappears in seconds.

Instant and accurate reproduction of all messages—in single or multi copy (on your own business forms if desired)—can be sent and received simultaneously. Are you losing money because of a slow communication system? It will pay you to call or write our nearest Business Office for information on BELL TELETYPE.

THE BELL TELEPHONE COMPANY OF CANADA

THERE'S Copper IN CANADA'S FUTURE . . . ANACONDA Copper and Brass

A MARI USQUE
AD MARE!

"From Sea to Sea" reads the inscription on Canada's Coat of Arms . . . a big country, ours, in area, natural resources, and opportunities.

Furs were responsible for the first 250 years of our development. Then forest products, gold, silver, copper and nickel. More recently iron, oil and uranium have increased our wealth and stature as a nation. Industry has matched this progress, and Anaconda is an example. Established in 1922 with a payroll of around 200, the plant now comprises land and buildings covering 28 acres, employs nearly 1,400 and each month processes millions of pounds of copper, brass and bronze. As Canada's main supplier of copper and its alloys since 1922, Anaconda is constantly adding to experience and currently expanding facilities.

Massive generators—the hub of industry's wheels—use copper and its alloys for many component parts.

The household refrigerator—protector of perishable foods—depends on copper for its efficient, economical operation.

ANACONDA
First IN COPPER, BRASS AND BRONZE

ANACONDA AMERICAN BRASS LIMITED
Main Office and Plant: New Toronto, Ontario
Montreal Office: 939 Dominion Square Building

C-5335

Announcement

**ALAN R. CANE**

Osler, Hammond & Nanton Limited, and Morgan, Nicholson Limited, are pleased to announce the appointment of Alan R. Cane to the Toronto office of these Companies in a senior capacity. Mr. Cane has been active in the general insurance field for a number of years and brings a wide experience to his new position.

**ST. MARTIN, QUE.** School Commission has sold $87,000 4% bonds due July 1, 1954-58, and $183,000 4½% due 1959-73, to L. G. Beaubien & Co. at 98.73. Net cost 4.63%. Proceeds for construction of school. Provincial grant of $187,200 payable in 10 annual instalments. No other long-term debt.

# U. K. Development Firm To Assist Financing Here

Charterhouse Canada Ltd., subsidiary of Charterhouse Industrial Development Co., London, Eng., started its Canadian operations this month in Toronto. Company will conduct the type of business carried out in Britain for nearly 20 years by the parent company.

Policy is to assist young developing businesses through equity financing. The English parent company is now a minority shareholder in 71 U. K. companies, most of which are too big to be adequately served by bank loans and too small to raise required funds through normal investment channels.

Charterhouse Canada will not specialize in any particular field, but will participate in financing of reputable firms in any industrial or commercial category. It is not intended to extend Charterhouse's operations to companies engaged in primary resources development.

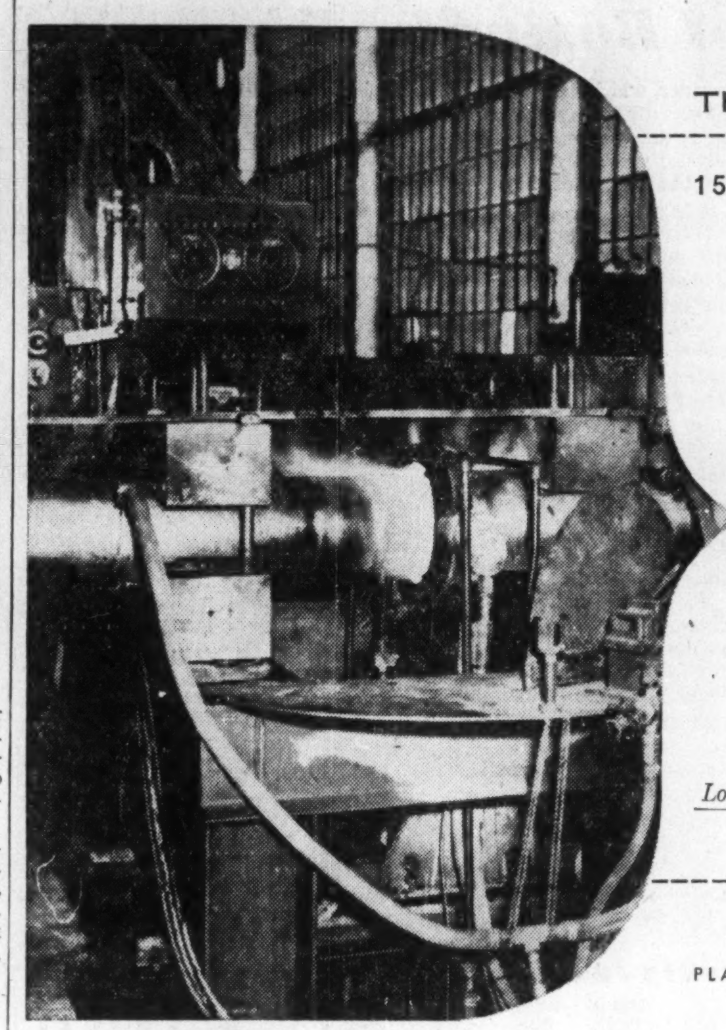
If the Canadian subsidiary follows the pattern of Charterhouse operations in Britain, Australia and Africa, it will normally hold about 25% of the common stock plus some preferred stock of the companies in which it is interested. Charterhouse does not ordinarily participate in company management.

Charterhouse Canada Ltd. is now a wholly owned subsidiary of the U. K. parent company; although negotiations are under way for Canadian participation. Vice-president and General Manager is William S. Hulton, who was a senior member of the parent firm.

WILLIAM S. HULTON

President is H. N. Hume, chairman of the Charterhouse Group. Other directors are E. H. Owen, managing director of the U. K. firm; G. F. Pearson of the Bank of Montreal, and D. A. McIntosh, Q.C., Toronto.

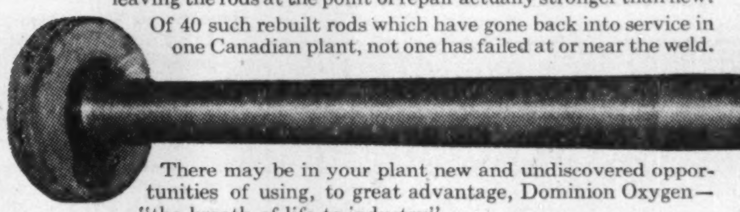

THE BREATH OF LIFE TO INDUSTRY



**1500 lb. Hammer Rods saved from scrap pile . . . restored by Dominion Oxygen Service**

Hammer Rods like the one being pressure-welded in this photo cost when new, 44 man-hours and 1500 pounds of forging quality steel. When they snap under the strain of repeated heavy impacts, they're just that expensive to replace.

But special pressure welding units, developed by Dominion Oxygen Service, repair breaks in these 7½-inch steel rods in 14 man-hours—leaving the rods at the point of repair actually stronger than new! Of 40 such rebuilt rods which have gone back into service in one Canadian plant, not one has failed at or near the weld.



There may be in your plant new and undiscovered opportunities of using, to great advantage, Dominion Oxygen—"the breath of life to industry".

Dominion Oxygen Service Engineers are constantly helping to solve a wide variety of maintenance and production problems in metal-working industries. Their one objective is to develop ways and means of cutting costs, speeding production and improving quality.

Look to *Dominion Oxygen* for *Know-how . . . Show-how . . . Products and Processes for Welding, Cutting, Treating, Forming Metals.*

DOMINION OXYGEN COMPANY, LIMITED
Montreal Toronto Winnipeg Vancouver
PLANTS, WAREHOUSES AND DISTRIBUTORS THROUGHOUT CANADA

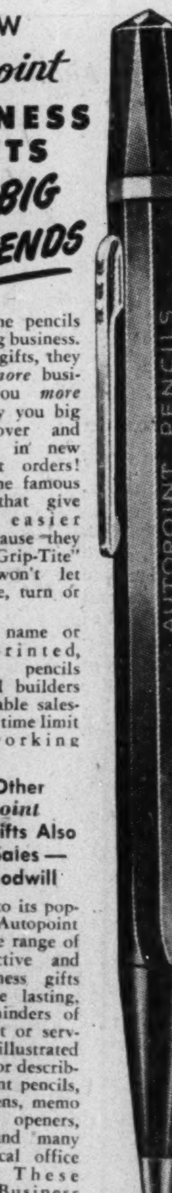
Time was when merchandise-hungry buyers would ferret you out regardless of your location. To stay on today's band-wagon you need the right location more than ever before. The hottest line in the trade can stay hidden under a bushel if it isn't right under Mr. Buyer's nose. The hottest location for light manufacturing is the new Gordon Brown Building — in the heart of the fashion market. An enquiry will surprise you at the small difference between the cost of this choice location and today's prices in outlying districts. For details, please call Gordon Brown Realty Co., owner-builders, PL. 4144, or Ernest Pitt & Co. Inc., WA. 2701, or Westmount Realties Co., FI. 8541.

THE Gordon Brown BUILDING

495 MAYOR ST. • 400 ONTARIO ST. W. MONTREAL



HOW *Autopoint* BUSINESS GIFTS PAY BIG DIVIDENDS




These are the pencils that write big business. As business gifts, they will book *more* business for you *more often* — pay you big dividends over and over again in new sales, repeat orders! These are the famous pencils that give trouble-free, easier writing, because they have the "Grip-Tite" tips that won't let leads wobble, turn or fall out.

With your name or slogan imprinted, "Autopoint" pencils are goodwill builders . . . dependable salesmen with no time limit on their working hours.

**These Other Autopoint Business Gifts Also Increase Sales — Build Goodwill**

In addition to its popular pencils, Autopoint offers a wide range of other attractive and useful business gifts that will be lasting, friendly reminders of your product or service. Send for illustrated folder in color describing Autopoint pencils, ball-point pens, memo pads, letter openers, ash trays and many other practical office accessories. These Autopoint Business Gifts are extra sales builders for you when imprinted with your company's name and message. Mail coupon.

No. 48G

*Autopoint* TRADE MARK BETTER PENCILS

THE BROWN BROTHERS LIMITED FP-5
Dept. SP, 25 Waterman Ave., Toronto 13, Ont.
Please send me catalog and quantity prices on "Autopoint" imprinted Business Gifts.

*Name* ..............................

*Company Name* ..............................

*Street Address* ..............................

*City* .............................. *Prov.* ......


# What's New

**ATTENTION:**
**Canadian Manufacturers and Distributors**

*Publicize your new products. Send The Post news for mention in this column.*

### *Drawing-Room Diamond*

You're never too old for this. Indoor game using dice is modeled after baseball, with all plays compiled from official calculated averages. Score board shows runs, outs, scores and innings by means of arrows.

### *Torrent Timer*

Aqua-matic water valve timer automatically turns off running water at a predetermined length of time. May be set for two minutes to one hour. Can be used for watering the lawn, watering live stock, washing photographic prints or negatives in the darkroom, or any place running water has to be controlled. Said easy to install; easy to set.

### *Lab-Ray-Resistant*

Laboratory coat for radiologists, technicians and industrial inspection personnel, is made of spun lead glass to give protection from X-rays and beta radiation.

### *For Breathless Frogmen*

Tiny air compressor for charging underwater or industrial breathing gear weighs only 6½ pounds, is pulley driven with any power source of ½ hp or greater and will compress 70 cubic feet of air to 2,350 psi in 100 minutes at 5,000 rpm. A second model, the compressor portion of which is identical but which is driven by an integral 110 volt AC motor, is obtainable. Relief valve and 0 to 3,000 psi pressure gauge is furnished with the compressor; mounting base air filter and air hose are also available.

* * *

### *Wheel Watchman*

Novel lock, which screws onto car's tire valve with a special key, prevents theft of wheel discs or wire wheels. Tire can be inflated and air pressure checked without removing the lock. Doesn't prevent use of dust cap or valve extension.

### *Fog-Free*

Invisible protective film formed by application of new liquid keeps car windshield (of glass or plastic) free of fog indefinitely, it's claimed. Also removes dust, dirt and grease.

### *Strong Tool*

New 24-inch level for journeymen, carpenters, electricians, bricklayers or hobbyists, is said to be completely shatterproof. Other features: Much lighter than conventional levels of aluminum or magnesium; bubbles are greatly magnified by their protective Lucite sheath and they pick up every speck of light to make the levels easier to read under all conditions; bubbles can be read from practically any angle.

### *Catcher, Reflector*

Discs of aluminum foil and shaped like doughnuts, catch grease or spilled foods when placed under electric ranges. Are said to reflect heat and save fuel.

* * *

### *Paper Tile*

Easily installed wall tile, consisting of layers of special paper welded together with synthetic resins, is said to be resistant to acid, difficult to break under normal conditions, and considerably less costly than ceramic tile. Available in two sizes (4½ inch square or 9 inch square) as well as in a variety of colors and patterns.

* * *

### *New Catalogues*

**A. K. & V. Lippert Plastics, Kitchener, Ont.,** illustrated, nine-page loose leaf booklet is presentation of name and number plates for doors and walls, desk plates directional signs, professional and instruction cards. Also included are AKL "Honor Engraved" "Sealed Letter" and "Color Burnt" designs.

**Canadian General Electric Co., Toronto,** 48-page manual describes in detail the theory, economics, operation and application of demand meters. Provides a summary of the principles and problems of demand metering, a reference for helping in specific demand-measuring application, and a clear, simple textbook for students and trainees.

# Winnipeg Gains 30 New Plants

Thirty new manufacturers began operations in Greater Winnipeg during the first eight months of this year, according to the Industrial Development Board of Greater Winnipeg.

An average of 1,475 more persons were employed in manufacturing during the first half this year than in 1952, the Board also states. Value of goods produced in the area is up 10% over last year. Payrolls have increased $4,750,000.

Some products of the 30 new industries are: prefabricated chimneys, two-wheeled trailers, wood and metal patterns, boats of Fiberglas reinforced plastic, exhaust fans, speakers for drive-in theatres, crop sprayers, frozen foods, vacuumized double-pane windows, metal-framed windows and doors, beds and bed springs, as well as a variety of wearing apparel.

A large number of firms are engaged in expansion programs, and others have bought property or are finalizing building plans. Some of the larger developments under way are: North Star Oil Ltd., $5 millions; Christie Brown & Co., $2 millions; Imperial Oil Ltd., $750,000; General Motors Products of Canada, $1 million; Hudson's Bay Co., $750,000.

Companies which have recently moved into new quarters include: Canadian Westinghouse Ltd., Canadian General Electric Co., RCA Victor Co., Trysson Mfg. Ltd. and Display Industries of Canada Ltd.

**OWEN SOUND, ONT., SEPARATE SCHOOL BOARD** has sold $40,000 5% debentures dated June 15, 1953, due 1954-73, to J. L. Graham & Co. Cost of borrowing 5.15%. Proceeds for school additions.

# Company Reports

**To assist readers in appraising and comparing company financial statements. The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.**

## Iron, Steel

**CRAIG BIT CO.,** North Bay, Ont., net profit of $112,211 for year ended June 30, 1953, was 31.5% higher than previous fiscal year's net of $85,321.

Gross sales were $1,427,072, down slightly from $1,432,378 the year before. Trend toward increased sales of tungsten carbide drilling products continued during the year, reports President J. A. Drain, resulting in further reduction in steel bit sales. Experimental work toward development of new tungsten carbide products has been accelerated.

Expenditures for new equipment totaled $60,000 during the year. "Additional expenditures for new equipment may be necessary in order to improve manufacturing facilities and for the development of new product lines," says Mr. Drain. Because of this, it is deemed advisable to conserve working capital.

**INCOME ACCOUNT**

| Years Ended June 30: | 1953 | 1952 |
|---|---|---|
| Net earnings† | $218,711 | $179,321 |
| Less: Inc. taxes | 106,500 | 94,000 |
| **Net profit** | 112,211 | 85,321 |
| **Surplus for year** | 112,211 | 85,321 |
| †After depr. of amort. | | |
| **Earnings per Share and Dividend Record:** | | |
| Common | $0.97 | $0.74 |
| Paid | nil | nil |

**CONDENSED BALANCE SHEET**

| As at June 30: | 1953 | 1952 |
|---|---|---|
| Cash | $37,022 | $1,922 |
| Accts. rec., less res. | 162,843 | 248,264 |
| Inventories | 357,590 | 335,211 |
| **Total curr. assets** | 627,495 | 646,499 |
| Prep. exp. | 30,205 | 29,870 |
| Fixed assets* | 304,794 | 284,638 |
| Other assets | 28,312 | 32,066 |
| **Total assets** | 920,766 | 931,971 |
| Due bank | 60,000 | 258,300 |
| Accts., tax., etc., p. | 189,373 | 114,763 |
| **Total curr. liabs.** | 241,150 | 295,311 |
| Fire loss res. | ...... | 8,267 |
| Capital stock | 180,214 | 180,214 |
| Earned surplus | 491,179 | 370,791 |
| *After depr. of | 300,788 | 260,418 |
| **Working capital** | 388,082 | 212,698 |

## Mining

**PLACER DEVELOPMENT** realized a net profit of $1,064,626 or $1.24 a share in the year ended April 30, 1953, more than double the previous year's net.

Not included in Placer Development accounts were substantial profits realized by the zinc-tungsten producing subsidiary, Canadian Exploration Ltd., operating the Salmo mine in southern B. C.

In the period Dec. 1, 1951 to Aug. 31, 1952, this subsidiary realized profits of $2,362,670 before depreciation and depletion. For the year ended June 30, 1953, profits after depletion and depreciation at normal rates but before income taxes are estimated at $1.5 million.

Placer Development owns all the issued shares of Coronet Oil Co. as well as a 40% over-riding royalty in production from the Andector leases together with a 25% deferred royalty interest in production from Coleman county leases.

During the latest year, nine producing wells were brought in on 720 acres acquired in Howard County, Texas, and five on approximately 8,000 acres of new ground in North Coleman county. Seventeen wells in the Andector field, Ector County, Texas, continue to produce the maximum allowable of 250 bbls. per day each and an 18th well is producing 50 bbls. daily. After charging to expense intangible drilling costs of $378,838 in the latest year, a $395,939 net surplus remained which brought Coronet net worth to $921,225.

Bulolo expects to have all equipment installed at its Commonwealth-New Guinea Timbers Ltd. plywood project by January, 1954.

**INCOME ACCOUNT**

| Years Ended Apr. 30: | 1953 | 1952 |
|---|---|---|
| Net profit | $1,064,626 | $482,148 |
| Less: Divds. | 1,460,000 | 800,000 |
| **Deficit for year** | 395,374 | 317,852 |
| **Earnings per Share and Dividend Record:** | | |
| Com.: Earned | $1.24 | $0.60 |
| Paid | 1.75 | 1.00 |

**CONDENSED CONS. BALANCE SHEET**

| As at Apr. 30: | 1953 | 1952 |
|---|---|---|
| Cash | $1,561,266 | $2,951,275 |
| Clutha loan | 56,000 | ...... |
| Accts. rec. | 38,838 | 9,032 |
| **Total curr. assets** | 1,656,104 | 2,960,307 |
| Loans & advs. | 754,878 | 696,414 |
| Bulolo G. shs. | 625,000 | 625,000 |
| Nechi shs. | 800,000 | 1,785,356 |
| Pato Cons. shs. | 1,592,690 | 1,592,690 |
| Cdn. Expl. | 3,229,885 | ...... |
| Other invests. | 923,312 | 1,094,766 |
| Royalty agree. | 264,421 | ...... |
| Deferred charges | 3,092 | 31,021 |
| **Total assets** | 9,849,382 | 8,785,554 |
| Accts. pay. | 16,835 | 13,424 |
| Coronet install. | 140,000 | ...... |
| **Current liabs.** | 156,835 | 13,424 |
| Capital stock | 860,000 | 800,000 |
| Capital surplus† | 7,924,980 | 6,653,496 |
| Earned surplus | 907,587 | 1,302,961 |

†Consists of $4,490,990 share premium and $2,162,506 appreciation on invests. in 1952, and $6,968,990 and $955,970 respectively in 1953.

Contingent liability: $961,122 bank guarantees for overdraft of subsidiaries.

**The Shortest Distance**

**to *More* and *Bigger* Orders is often**

**a Long Distance Telephone call!**

Are you using long distance telephone to full advantage in your business? Phoning to thank a customer for his order . . . phoning ahead to arrange for appointments . . . expediting shipments and following through on delivery . . . these are just a few of the many ways long distance telephone can increase your efficiency and earnings. And **long distance costs less than you think!** (As little as $3.95 Halifax to Vancouver). Use it often!

*Trans-Canada* TELEPHONE SYSTEM

United to Serve Canada—
MARITIME TELEGRAPH & TELEPHONE COMPANY LIMITED
THE NEW BRUNSWICK TELEPHONE COMPANY LIMITED
THE BELL TELEPHONE COMPANY OF CANADA
MANITOBA TELEPHONE SYSTEM
SASKATCHEWAN GOVERNMENT TELEPHONES
ALBERTA GOVERNMENT TELEPHONES
BRITISH COLUMBIA TELEPHONE COMPANY

**LONG DISTANCE TELEPHONE — *Next Best Thing to Being There!***

# The Financial Post

Vol. XLVII | Twenty Cents an issue, Six Dollars a Year | Publication Office: Toronto, September 19, 1953 | Member of Audit Bureau of Circulations | No. 38

# An Industrial Revolution On Tip-Toes

## *They've Set Up Standard in The Land And Count Their Savings in $ Billions*

BY ROBERT PERRY

Know that big plant down on Main Street and old J.B. who runs it? In the old school of presidents and general managers, none was tougher. He'd bet his last share that nothing short of the Millenium could cut his costs any lower.

But old J.B. took a careful look around his plant one morning and blew his managerial top. Some of the "little things" that shocked him:

—Delayed delivery on a sizable portion of his production because of reboring to suit different screw sizes overseas.

—A product he called a "snap-clip" was termed a "grasp-pin" by the purchasing departments of four large factories and he was losing thousands of dollars worth of business.

—He was losing thousands more with an excellent product that wouldn't work on a competitor's machine. Purchasing agents didn't want a whole new machine; they wanted a component to work with the one they had.

—In the stores department, J.B. found 32 interchangeable metal discs made by 32 manufacturers under 32 different names and stored in different bins. Not one of them was called a disc.

—He found rampant duplication because of different shapes, sizes or names; found that lack of uniformity in quality of his raw materials sent quality control on his own product skittering.

Old J.B. spluttered into an instant standardist and has never stopped counting the savings since. He demanded international standards for screw threads; battled for interchangeable assemblies; spoke openly for uniform quality and nomenclature; slashed the number of varying parts in his products.

Until then, he'd been as rugged an individualist as ever thumped a board table and gone about snorting at standardization as the poison of free enterprise, the doom of initiative.

But he found out what standardists had been preaching for a long time: that initiative thrives on co-operation, that unbridled individualism can price initiative right out of business and bog down progress in a quagmire of expense.

### Second Industrial Revolution

Thus with early visionaries and converted champions like J.B. behind it, a second industrial revolution has tip-toed quietly through the world these last 50 years.

As a revolution, standardization hit with all the initial impact of a feather duster. But today it's well on the way to boosting the production efficiency of Canada and every other industrial nation on earth.

No one has yet figured out just how many billions of dollars standardization has saved industry to date. But the savings are probably more than industry's total assets in the 100 years after the first industrial revolution.

J.B. and his Main Street plant are figments of an allegory, but the astounding examples of waste in his factory are not. They've actually been discovered in industry within the last 36 months.

The story of J.B. is a composite picture of the job the Canadian Standards Association has been doing since 1919, that standardists in general have been doing since the close of the 19th Century.

As the industrial world steps gingerly into the bewilderingly complex Atom Age, the job grows bigger.

This year the Canadian Standards Association will spend $1 million to foster co-operation, quality and safety in a world that badly needs them. The CSA's administrative budget alone has jumped from $22,000 in 1940 to $100,000 in 1953.

Since 1947, the number of CSA standards under development each year has jumped (see illustration) from 171 to more than 400. There's no limit in sight. Scarcely a day passes that one of the CSA's 175 committees or sub-committees hasn't met somewhere in Canada.

The CSA is helping to shape new international policies through the standardizing bodies of Britain, the U. S. and the Commonwealth, and through the International Organization for Standardization.

The CSA is a full-time job for scores of administrators, technicians, engineers. It's an unpaid part-time quest for 1,500 of Canada's finest production and scientific brains, representing industry, universities, consumer groups and government.

### They Seek a New Era

Their goal: an era of common terms, sizes and measures; of universal minimums of quality and workmanship; an age in which the world's engineering products are adaptable and interchangeable, manufactured to accepted requirements.

And, of course, lower costs.

"The goal of standardization is very high indeed," Albert Caquot, former president of the International Organization for Standardization, once said. "It aims at improving the living standard of all people. With a higher standard of living men will be able to attain to a higher spiritual level."

"Standards," says W. R. McCaffrey, general manager of CSA, "make it possible to provide more goods at lower cost and enable buyers to determine and evaluate the goods they require."

The standardists have proved their point again and again. They indicate, for example, the enormous savings standardization has brought to industry within the last few years. Here are a few:

—One oil company standardized the funnels on its gasoline delivery trucks. Saving: cost per funnel dropped from $20 to $11, a 45% reduction.

—A non-ferrous metal plant reduced the number of angle-cutters from 57 to 28. Saving: group buying in large lots slashed costs by $10,000 a year.

—It's estimated that the U. S. automobile industry saved more than $800 millions in one year by standardizing minor parts. One manufacturer standardized nuts and cut his costs by $500 a day.

—Manufacturers of ball bearings and electrical equipment figure they've lowered costs by 20% by applying recognized standards.

—One motor manufacturer tallied up the number of hexagonal head screws used in his various models. He standardized them, saved $52,758 in one year.

### The Big Potential

New industries are mushrooming every year, some in radically new fields, all with their fair share of new problems. It's a vast untouched field for standardization.

But basically the problems haven't changed much since the time of Sir Joseph Whitworth (1803-1887), the father of the Unified Screw-Thread, who astounded British industry with the common sense of his idea.

Seven years before he died the hard-headed old Manchester tool manufacturer, possibly weary of wobbly lighting, made history by suggesting that the sizes of candlesticks and candlestick holders be standardized.

All of Victorian society was weary of wobbly industrial thinking. Competition was fierce, no quarter asked or given, but it was the consumer who paid for it all. Industrial costs were out of sight.

"We have too much individualism in this country in quarters and upon questions where collective action would be economically advantageous," a London businessman bitterly wrote to The Times in 1895.

The whole commercial world was of such a mind at the turn of the century. It was the atmosphere that fostered the principle of industrial standardization as it's known today.

Standards are as old as civilization. Money, weights, measures, they're all standards. And probably the oldest standard in history is the consumer's order to the merchant, ". . . just like the one you sold me last time."

But what are industrial standards? Where do they differ?

The CSA offers a detailed definition: "Accurately designed processes, sizes, qualities and tests of materials and equipment that have generally been agreed upon by makers, users and the public as proper and desirable for general use."

Weights, measures and units of time are absolute standards. They're unchanging, absolute in the face of new knowledge. They're the bases for all other standards. Industrial standards define the present state of man's knowledge, and they survive only while they define adequately.

### Agreement by Authority

It's really simpler than it sounds. An industrial standard, as the CSA explains it, is a solution to a recurring problem, an agreement by authority, custom or general consent to a rule or model to be followed.

Industrial standards are either functional or dimensional, terms that sound more involved than they really are.

Functional standards simply seek to define fitness-for-purpose. They're guides for terms, symbols, definitions, and quality of composition and performance. They can be tests, measuring methods, codes of practice or methods of use.

Dimensional standards seek simplification, which means unification and interchangeability. They're aimed at eliminating wasteful duplication of effort and design in fundamentally similar articles, like the screw-thread.

The job of the Canadian Standards Association is co-ordinating the research, ideas and viewpoints to set these standards, and then publishing them for industry's use.

Standardization in the Western World is voluntary, and the standardists are proud of it. But it's a long slow process.

It wasn't until 1948 that the three great industrial and trading nations of the half-century, Britain, the U.S. and Canada, agreed on a unified screw-thread. If it had happened before the war, Britain and the U.S. could have saved $600 millions and two million tons of steel.

Hitler, on the other hand, enforced standardization. German planes were cut off from supplies of spare parts, but they flew with parts borrowed from German cars. Fortunately, the Germans over-standardized by decree. Luftwaffe fighters couldn't keep pace with the ever-modified Allied planes that won the Air Battle of Europe.

The Canadian Standards Association is a non-profit, non-government body, although it does receive a small annual grant from the National Research Council.

Furthermore, the CSA won't poke into a firm's operations and come up with problems, but if an industry finds the problems itself and figures standardization could help, then the CSA will get to work.

All the CSA's standards are worked out by committees, which normally are balanced by both producer and consumer viewpoints. In many cases, the committees angle for regional representation too.

### Standardized Safety

Last year authorities in Ontario were astounded to find that firefighting equipment in Canada's most highly industrialized belt was a startling hodge-podge of shapes and sizes. Municipal fire hose couldn't link up with factory hydrants; municipalities side-by-side used different couplings. Theoretically, fire might have swept from Sarnia to Cobourg while firemen watched helplessly.

The CSA was pleased to offer its firefighting equipment standards. The Ontario fire marshal undertook the standardization job last April, a $1 million task to unify 27 outside hose diameters, 63 different coupling threads and 26 sizes and shapes of hydrant nuts. This summer the job was 60% complete.

CSA standards can be found in virtually every Canadian industry today, in one degree or another. These standards cover almost everything, from movable bridges to mineral wool insulation, from marine valves to carbon steel fittings and even turn-indicators on cars.

In fact, a federal order-in-council makes CSA standards, as they're published, the government standards in all purchases.

Some of the CSA standards have been adopted into law, such as the Canadian Electrical Code. Devised by CSA committees, in which provincial electrical inspectors have a major voice, the code rules that all electrical equipment used by the Canadian public must meet the CSA standards.

The CSA operates a subsidiary Approvals Division to test and approve electrical equipment. A staff of 170 at the CSA Approvals Laboratories in Toronto give sample equipment a tough workout. If the product passes, it's judged safe and adequate and entitled to the CSA stamp of approval.

If provincial electrical inspectors don't find that stamp on a piece of electrical apparatus, they can't be sure it's free from electrical hazards. Chances are they'll make it conform or ban it from the market.

CSA points out that the Canadian Electrical Code is the only code of its kind in the world produced by voluntary effort that has force of law throughout the country. The code, it's explained, was first designed by the electrical industry, then it became law.

CSA's second subsidiary, located in Toronto too, is the Canadian Welding Bureau. It was established in 1948 to qualify welders and welding organizations on the basis of universally accepted CSA standards.

The CSA is a huge organization covering all of Canada, and its administrative and technical operations are unique.

### How CSA Operates

Until this year, the CSA was governed by an executive committee elected from a 100-man Main Committee, which was appointed by an original CSA bylaw.

CSA's revamped constitution made the Main Committee a large technical council, which is responsible for approving or disapproving new codes, standards and specifications designed by hundreds of specialist committees.

Eighteen directors elected from the membership at large, plus one ex-officio director president of the National Research Council), handle the CSA's administration.

This board of directors in turn elects the highest governing body, the executive committee: president, two vice-presidents, plus two executive members.

The CSA's president is Robert Edwards Jamieson, dean of engineering at McGill University, a member of the CSA for 23 years. His two vice-presidents are J. S. Cameron, vice-president of Northern Electric Co., and E. M. Coles, vice-president of Canadian Westinghouse Ltd. Other members of the executive are J. G. Morrow, of Steel Co. of Canada, and R. S. Eadie, vice-president of Dominion Bridge Co.

The CSA's influence spreads far beyond the borders of Canada. Membership files record the names of 100 U. S. firms, and the Approvals Laboratories have working agreements with laboratories in Holland, Britain, New York and Cleveland.

Right now, the CSA is co-operating with 30 other standardizing bodies around the world, and working closely with standardizing committees of the United Nations Organization.

Within half a century the trend toward standardization has grown from a disgruntled atmosphere to an energetic world-wide movement.

If the standardists ever adopt a motto, it will probably be a battle cry from one of man's most standardized guides, the Bible.

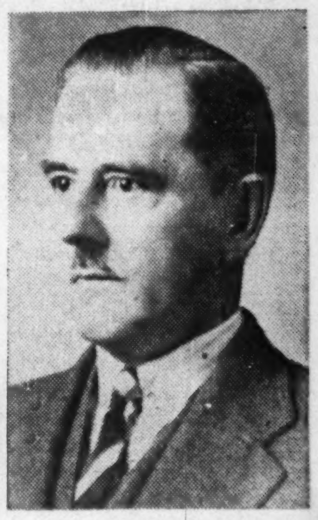
"Set ye up a standard in the land,
Blow the trumpet among the nations."

### These Men Steer Activities of CSA

DEAN R. E. JAMIESON
*President*

W. R. McCAFFREY
*General-Manager*

ERIC M. COLES
*Vice-President*



J. S. CAMERON
*Vice-President*

# Are You a Horse-and-Buggy Reader?

## *Here's A New Way To Save Canadian Business Time, Money*

*Like to determine your reading speed? Start timing yourself as you read the following article.*

By VINCENT EGAN

The president of a Canadian publishing company is noted for his ability to read a printed page almost at a glance. Years of experience as a reporter and an editor have trained him to grasp the idea of a lengthy article in the time that most readers would spend in making their way, word by word, through the first paragraph.

Boosting the horse-and-buggy speed of the average reader to something resembling that of the publishing executive is the goal of the comparatively young science of reading improvement. Reading Laboratory (Canada) Ltd. will open a centre in Toronto to train Canadian businessmen to double or even treble their present reading speeds.

Using methods developed and practiced for several years in the U.S., the new organization will train the executive in his own office, or at the laboratory at 33 Avenue Road, Toronto. In either case, training is directed by a psychologist using machines with such names as ophthalmograph and tachistoscope.

Why bother to learn to read faster? Economy is one good reason, says President Wilfrid Sanders of Reading Laboratory (Canada). The average businessman's required reading takes four hours per day, or 1,000 hours a year, Sanders says. If this time is worth, say, $3 an hour, the businessman's reading costs his firm $3,000 annually. By doubling his speed, he saves $1,500 worth of time in a year.

Another reason is that faster reading helps to reduce the tension of a busy life, and pays dividends in the form of more leisure hours. Graduates of the Reading Laboratory frequently find that they no longer have to spend their evenings and week ends catching up on their office reading at home.

Still another reason is that increased comprehension goes hand-in-hand with increased speed—the faster you read, the more you understand and remember. The speedy reader concentrates on the idea the author is trying to convey, not his words.

"Forget about words," is the advice of Kenneth P. Baldridge, director of the Reading Laboratory, New York. "The attitude of 'word worship' is far too prevalent among our adult population."

Most businessmen have already learned to take in such familiar phrases as "the wage-price spiral" at a single glance, Baldridge points out. At the Reading Laboratory, this phrase-reading ability is extended to include unfamiliar material.

First step in the Reading Laboratory method is a comprehensive test of the reading skill of the potential trainee; fee for the test is $15. The ophthalmograph —a machine which looks just as formidable as its name—records on a strip of movie film the number of stops your eyes make per line, the time spent on these stops, the width of your eye-span in words, the number of back-tracks, and your reading rhythm.

The training course itself consists of 14 lessons, of an hour and a half each. Fees are $100 for the course, with a $15 reduction for university students. Individual students are taught at the laboratory, but the laboratory's psychologists will take their classroom to the offices of subscribing firms to train personnel in groups.

While wide variations in reading skill are shown by the initial test, average speed at the beginning of the course is about 250 words per minute. Aim of Reading Laboratory is to raise this to 650 or 700 w.p.m., although some students go well beyond this by the end of the training program.

Key elements in the reading improvement classes are training on the tachistoscope (flashmeter) and the accelerator. The first is an up-to-date magic lantern that flashes numbers or phrases of increasingly shorter intervals, from one second to 1/150 of a second. A few hours' practice usually trains a student to increase his capacity from four-digit numbers to nine-digit numbers per flash.

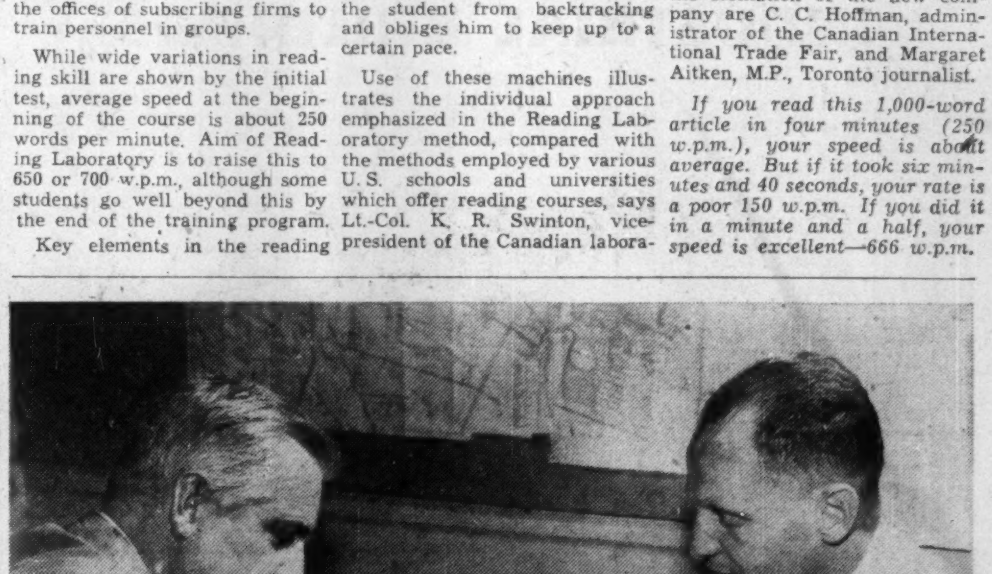
The accelerator is an electrical pacing instrument that figuratively pushes the student along to a faster reading speed. The pacer has an opaque shutter which moves lower over a page of print as the student reads. If his normal speed is 250 w.p.m., the machine may be set at 260; by covering everything on the page except the next line to be read, it prevents the student from backtracking and obliges him to keep up to a certain pace.

Use of these machines illustrates the individual approach emphasized in the Reading Laboratory method, compared with the methods employed by various U.S. schools and universities which offer reading courses, says Lt.-Col. K. R. Swinton, vice-president of the Canadian laboratory. The Reading Laboratory furnishes individual equipment for each student and limits its classes to seven persons, while the universities use one big flashmeter for a class of perhaps 30 students.

The new company headed by Sanders and Swinton holds the Canadian franchise for the system developed by Reading Laboratory Inc., New York. Canadian Reading Laboratories may soon be set up in Ottawa, Montreal and Vancouver in addition to Toronto.

Besides holding the presidency of Reading Laboratory (Canada), Sanders is co-owner of the Gallup Poll in Canada (Canadian Institute of Public Opinion). Lt.-Col. Swinton is vice-president and general manager of Sonograph Ltd. Among their associates in the formation of the new company are C. C. Hoffman, administrator of the Canadian International Trade Fair, and Margaret Aitken, M.P., Toronto journalist.

*If you read this 1,000-word article in four minutes (250 w.p.m.), your speed is about average. But if it took six minutes and 40 seconds, your rate is a poor 150 w.p.m. If you did it in a minute and a half, your speed is excellent—666 w.p.m.*



**President Wilfrid Sanders (left) and Vice-President K. R. Swinton of Reading Laboratory (Canada) examine electric accelerator used to speed up sluggish readers.**

# OSC's Text On Picard & Fleming Cancellation

**Cancellation of the brokerage registration of Picard & Fleming, Toronto Stock Exchange member, was announced by the Ontario Securities Commission last week. Simultaneously, the TSE announced that the senior partner, Irving Picard, had been suspended from exchange membership.**

**The Picard & Fleming firm now has 30 days to launch an appeal to the full Commission from the cancellation order of the Commission chairman.**

**Because of the widespread interest in the cancellation of the first Toronto Stock Exchange registration in many years—and the implications as regards conduct of both brokers and investment advisers—the full decision of the OSC chairman, O. E. Lennox, is given here.**

This investigation involving Picard & Fleming's trading methods, stems from an earlier investigation involving a group of registrants now described as Securities Advisers under a 1953 amendment to the Securities Act. A major consideration in the earlier investigation was to determine whether these advisory services were disclosing their interests, if any, in securities they were recommending, as required under the provisions of section 56 of the Act.

H. B. McKibbon's registration was cancelled when it was discovered that he had substantial holdings in two speculative issues which were being featured in his Bulletins, without reference to his interest. These securities were purchased through Picard & Fleming and the details of the account called for further investigation.

McKibbon's first account was opened on April 9, 1952, shortly after he obtained registration, through the purchase of 26,000 of "K." Later McKibbon began featuring this issue in his bulletin. Picard & Fleming became subscribers to Mr. McKibbon's advisory service about this time.

The account was not marginable and was carried without any payment in cash or deposit of any form of security, in the face of a debit balance of $6,930.62. Interest on the debit balance was not charged as required under the provisions of Bylaw 32 of the Toronto Stock Exchange.

If a breach of an Exchange Bylaw and a possibility that the brokers might be impairing their capital position as a result of failure to charge interest on debit balances, were the only consideration, the matter would have been referred to the Exchange. But this and other considerations presented a possibility that the special consideration afforded McKibbon might be part of a sales campaign which would bear further investigation, particularly as Picard & Fleming were engaged in primary distribution to the public of this issue as agents for the underwriter. McKibbon it appears never met the obligation he incurred through this purchase. He admits that when the account was closed out in July after a debit balance had been carried for some four months, payment was made by the underwriter. No receipt for delivery of this stock could be found in the broker's files, so that the statement cannot be verified.

It is submitted that even if there was a breach of an Exchange Bylaw, every effort was made to place the account in good standing and from a practical point of view the brokers were running very little risk, if any, as there was always an equity in the account.

This submission is largely offset by the fact that despite McKibbon's failure to meet his earlier obligation, within a matter of weeks he opened a second account under exactly the same conditions, through the purchase of 25,000 shares of an issue which was featured in his bulletin and was underwritten by the same underwriter who was again distributing through Picard & Fleming as its agent.

The equity in this unsecured and unmarginable account carrying a debit balance just under $6,000, disappeared throughout September and October. Nevertheless it was not closed out until Nov. 12, 1952. Moreover it will appear later that his equity in the first account is largely attributable to his own illegal activities in stimulating an interest in this particular security.

### Six Months Trading

The investigation is primarily directed to trading in "K" from March to August, 1952, a period of six months. The trades were put through the Montreal Curb and as Picard & Fleming did not have a trader on the floor, the trades were put through other brokers, with the result that the confirmations did not disclose that as agent for the underwriter they acted on both sides of the transactions.

Their clients had no means of knowing their brokers' true position. This is unfortunate, but the brokers cannot be held responsible under the circumstances for non-disclosure of their true position, if it were not for a misleading statement appearing in their bulletin dated April 30, 1952, as follows:

> "We do not make a habit of sending out regular reports, but when we uncover a certain situation such as K., we are only too glad to forward our opinion to you in the hopes that it will prove profitable."

It is admitted that this statement addressed to their clients and correspondents is misleading and intended to mislead and that it proved a selling factor in many cases throughout the period under review. The wording implies an impartial selection of an attractive speculation unbiased by any collateral considerations. There is definitely an implication which is entirely inconsistent with the broker's position as agent for the underwriter engaged in the distribution of the issue in question.

In pursuing this unusual and unhealthy situation involving the good faith of a brokerage house, an underwriter and a securities adviser whose bad faith has already been established and with very definite views regarding how certain advisory services have managed to survive through assistance from underwriters and other promotional interests, 159 files were selected from 2,400 of correspondence which indicated that Picard & Fleming might have been recommended to McKibbon's subscribers or that some working agreement existed.

These 159 files were checked against the brokers' records and it was found that 91 were in fact clients of Picard & Fleming and that 85 had become clients through the purchase of "K," after becoming subscribers to McKibbon's advisory service. In the six month's period under consideration these 85 persons purchased in excess of 300,000 shares of "K," indicating that if there was a combined operation, it was carried out on a fairly large scale, and the amounts of the purchases involved, and repeated transactions, as reflected in the brokers' records, indicate overloading and other high-pressured methods.

These facts which are largely a matter of record, present a direct clear-cut issue, namely whether Picard & Fleming employed or accepted the services of an unregistered salesman in the person of H. B. McKibbon. In the alternative the issue may be framed in broader terms, dependent upon the same type of evidence, namely whether their combined efforts operated as a fraud on the public. If the answer is yes in either case, cancellation must follow as a matter of course.

### Individual Accounts

I propose to review the details of several individual accounts against this general background in order to determine whether Mr. McKibbon did in fact act as a salesman in the distribution of "K" on his brokers' behalf. If the facts do establish such a relationship, the motive is not of vital importance.

The preferred treatment which McKibbon received may be only a secondary consideration and he may have looked to the underwriter for his real reward. If the brokers were accepting the services of an unregistered salesman under any circumstances, they were not only participating in an illegal transaction having regard to the provisions of the Securities Act, but were obviously filling orders which were secured by extremely highpressured and possibly fraudulent methods.

Evidence has been obtained from three sources, namely — the brokers' records — McKibbon's files and from correspondence or interviews with the persons involved. In two important cases there were actual interviews.

Emphasis will naturally be placed upon evidence disclosed in the brokers' records, as this type of evidence is a first consideration under any circumstances and in this instance is particularly important in fixing the brokers with notice of some form of irregularity even if they were in fact innocent of any direct connivance.

The facts covering these accounts should speak for themselves. Very little comment is necessary. F. & F. were definitely fixed with notice upon the receipt of a letter dated May 9, 1952, from "J. S." of Chicago, which reads in part—

> "Received your confirmation of the purchase of 5,000 shares of "K" at price of 38½c per share. I presume that Mr. H. B. McKibbon ordered this 5,000 shares of stock in my name. When any further orders are placed with your firm they will be placed by me direct. I hope this is very clear to you. Is McKibbon in any way connected with your firm?"

A reply dated May 12, 1952 is over the signature of Fred S. Munger, junior partner and reads:

> "We have reviewed the circumstances appertaining to the purchase for your account of 5,000 "K" and have decided that it should be cancelled. Please accept this as confirmation that you are no longer the holder of the shares bought for you on May 6th."

If there was any review of the circumstances there could be only one result and this initial complaint, couched in no uncertain terms should be considered in view of subsequent similar complaints, when the brokers claim to have no knowledge regarding the source of orders.

In my opinion, most reputable brokerage houses would consider that if future orders were confirmed under similar circumstances P. & F. had then become part and parcel of an outright racket, even in the absence of the misleading bulletin of April 30, 1952 and the special treatment of McKibbon's account.

Two similar complaints followed in rapid succession, although the name of McKibbon was not mentioned, the earlier complaint was still fresh in their minds. "M. H. H." wrote as of May 16 repudiating the purchase of 3,000 shares. He had previously purchased 3,000 shares presumably through McKibbon.

Brown wrote on May 26 in part:

> "Gentlemen: — I am still at a loss about the stock you seem to think I purchased. You will please find enclosed your statement and should you need more information, please contact my attorney, etc."

From this point on, surely no orders could properly be accepted unless the brokers had definite knowledge as to the source of those orders and were accordingly satisfied that they had actually been placed by the purchasers themselves and were not the result of the efforts of an unregistered salesman obviously indulging in extremely high-pressured methods.

It should be noted that Mr. Picard, the senior partner, spent a great deal of his time in the trading room and was in a position to supervise orders which were received, if he did not actually handle some of the orders. The fact that no apparent effort was made to correct this situation indicates that the brokers were under an obligation to participate

(Continued on page 20)


**Brighter Future Seen For Boy, 4 and Sister, 2**

***Father and Friend Protect Children!***

Last winter, a young father told a Confederation Man: "Fred, you know how much is left of my $5,000 income after payments on my house . . . food and clothing bills . . . and all the other expenses. How much protection can I *afford* for my family?"

"A lot more than you think, Jim," replied the Confederation Man. "We have a plan that, on your salary, will provide for your family $10,000 in cash at death . . . and $100 every month until your daughter is 21. Then, they'll receive another $10,000. In the event of death after your daughter is 21 this plan provides $20,000 in cash. That's enough to provide a brighter future!" That's how a Confederation Life Man helped one father protect his family. He can help *you* too!

PROTECT THE ONES YOU LOVE

...consult

**Confederation Life**

ASSOCIATION

*For Full Information, Consult your Confederation Life Rep.*

53-15



**Ship via London**

The PORT of LONDON AUTHORITY

*A Self-governing Public Trust for Public Service*

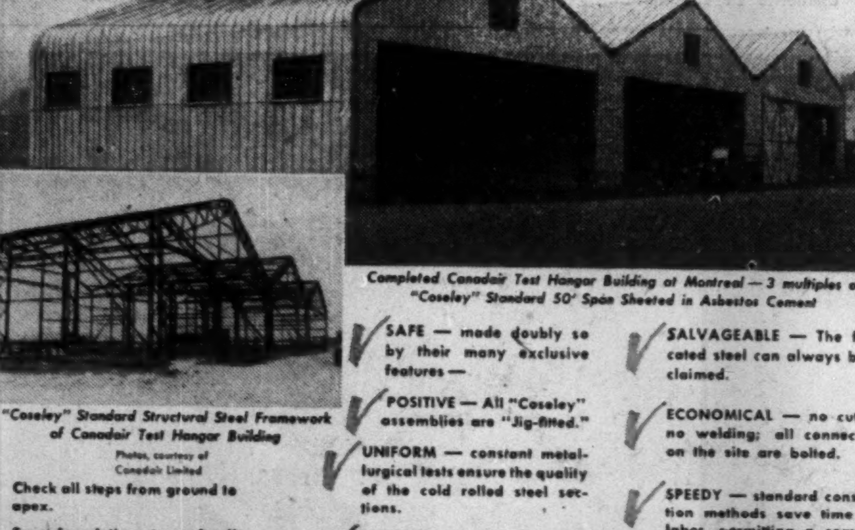
London—the Premier Port of the Empire—equipped for all types of ships and cargoes.

For full particulars apply: GENERAL MANAGER, PORT OF LONDON AUTHORITY, LONDON, E.C.3



**CHECK THESE FEATURES . . . of COSELEY**

**STANDARD STEEL-FRAMED INDUSTRIAL BUILDINGS**



*"Coseley" Standard Structural Steel Framework of Canadair Test Hangar Building*

Photos, courtesy of Canadair Limited

*Completed Canadair Test Hangar Building at Montreal — 3 multiples of "Coseley" Standard 50' Span Sheeted in Asbestos Cement*

Check all steps from ground to apex.

From foundations to roofs all "Coseley" Standard Steel Buildings prove themselves, foot by foot, practical, efficient and dependable and, foot by foot, 15 to 20% lower in cost than any other comparable structures.

Progressive industries everywhere are investigating the possibilities of "Coseley's" cost-saving building methods as applied to their own activities.

WRITE FOR ILLUSTRATED CATALOGUE

- SAFE — made doubly so by their many exclusive features —
- POSITIVE — All "Coseley" assemblies are "Jig-fitted."
- UNIFORM — constant metallurgical tests ensure the quality of the cold rolled steel sections.
- LASTING — made to withstand the rigors of extreme temperatures.
- ADAPTABLE — "Coseley" Buildings lend themselves to hundreds of adaptations and are readily transferable to new locations.
- SALVAGEABLE — The fabricated steel can always be reclaimed.
- ECONOMICAL — no cutting, no welding; all connections on the site are bolted.
- SPEEDY — standard construction methods save time and labor, permitting a complete and perfect building to be erected in any part of Canada within a period of six weeks.
- MODERN — sound engineering and good design permit practical interiors and graceful and harmonious exteriors.

**Coseley Engineering (Canada) Ltd.,**

1532 Crescent Street

MONTREAL, QUE.

Authorized Representatives from Coast to Coast

"EXPORT"

CANADA'S FINEST CIGARETTE



THE *Albertan* MODEL

*Borsalino*

INTERNATIONALLY FAMOUS

SOLD AT ALL LEADING HAT SHOPS COAST TO COAST



EFFECTIVE OCTOBER 1st

***The Family Fare Plan!***

**Half-fare by Air**

**Savings up to 50%**

ASK FOR FULL DETAILS AT YOUR TCA OFFICE OR TRAVEL AGENT ON

**TCA "FAMILY FARES"**

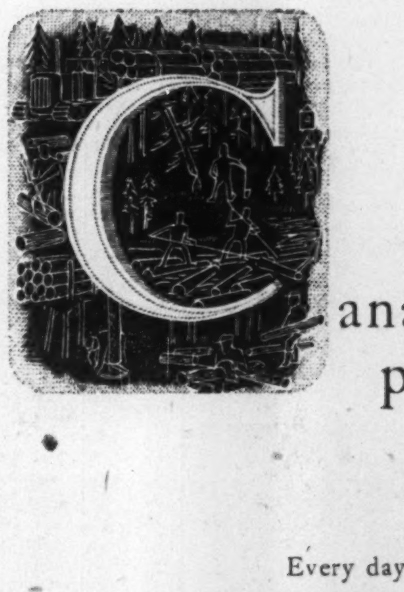
Family Fare applies on all North American routes except Tampa.

TCA Office in Toronto
National Bldg., Bay & Temperance Sts.
& Arcade, Royal York Hotel
Phone PR. 4611

TRANS-CANADA *Air Lines*

International • Trans-Atlantic • Transcontinental





Canada's pacemaker

Every day in the year, pulp and paper creates $3 million of new wealth for Canada. In value of production, in exports, in employment, in wages paid, and in investment, it leads all industry. Its purchases of goods and services are unparalleled in Canadian industrial life. Pulp and paper continues to pace Canada's expanding economy.

PULP & PAPER INDUSTRY *of* CANADA

130 MILLS, SMALL AND LARGE, FROM COAST TO COAST

Automobile and General Casualty Insurance
Lumbermens
MUTUAL CASUALTY COMPANY
Fire and Allied Lines Written in Associated Companies
Agency Inquiries Invited
THE SAFETY-MINDED COMPANY
L. J. FLORA, Res. Secretary, Concourse Bldg., Toronto. EM. 6-4651

MARSH & McLENNAN
LIMITED
General Insurance Brokers
AVERAGE ADJUSTERS
44 King Street West, Toronto
507 Place d'Armes, Montreal
Standard Building, Vancouver
702 Third Street West, Calgary
Offices also in principal cities in the U. S. A., Havana, Cuba and London, England

Whenever Insurance is mentioned

the EMPLOYERS' is thought of for service and dependability
THE EMPLOYERS' LIABILITY ASSURANCE CORPORATION LIMITED
THE EMPLOYERS' ASSURANCE
Fire, Casualty and Automobile Insurance
CHARLES CURTIS
Manager for Canada
MONTREAL • TORONTO • WINNIPEG • EDMONTON • CALGARY • VANCOUVER

How to lead your son to success

No doubt about his eventual success in learning to walk, is there? But success comes easier at the age of one than at twenty-one.

When your son is ready to begin his career, he'll need your help again. Here is a plan, called the Estate Builder, that will enable you to start him on his way to success at a cost of about $1 a week. Each $1,000 unit of the Estate Builder increases to $5,000 of life insurance protection at age 21. There will be no increase in cost or further medical examination for this multiplied protection.

The Estate Builder will show your son how time can make money multiply. Call your Great-West Life representative. He will help you lead your son to success!

Your future is our business to-day!
GREAT-WEST LIFE
ASSURANCE COMPANY
HEAD OFFICE • WINNIPEG, CANADA

# Succession Duty Sleuthing

## Company Valuation Methods, Problems and Pitfalls

*How federal Succession Duty officials value assets of a private company for tax purposes. The methods, possibilities, problems and pitfalls to watch are discussed by J. Kenneth Allison, of Montreal Trust Co., lately of the Valuation Unit of the Ottawa Succession Duties Branch. Mr. Allison notes that Ontario and Quebec authorities adopt the same basic methods. Here is a digest of his paper given recently at a meeting of the Toronto Life Insurance Trust Council, in which he also takes a look at valuation for gift tax purposes:*

**By J. KENNETH ALLISON**

Valuation of interests in incorporated and unincorporated businesses for Succession Duty and Gift Tax purposes is one of the major problems that confronts the estate planner. The same problem must be met by the executors of a deceased shareholder.

The Dominion Succession Duty Act defines the basis of valuation for Succession Duty purposes as "Fair Market Value" at date of death.

Generally speaking, the Succession Duty authorities look at four chief items, either individually or in combination, in placing a value on shares of privately owned companies:

(a) Book Value.

(b) Adjusted or Revised Book Value.

(c) Earnings Value.

(d) Dividends Value.

Much greater emphasis (than on book value) is placed on adjusted or revised book value. The method used in arriving at this is as follows: Each asset shown on the balance sheet is looked at separately and an attempt is made to arrive at an estimate of the amount the asset would realize if the company was wound up or liquidated. Often authorities will request appraisals of fixed assets, particularly any real estate held. Book value is then adjusted by the estimated profits or losses and the resultant revised figure is said to represent value for Succession Duty purposes.

The adjusted book value should only apply when a controlling interest is involved.

Generally speaking, requests for discounts on accounts receivable and inventories will be recognized. The authorities will listen to all reasonable arguments, but they will not go out and look for them.

The basis most frequently adopted is an earnings valuation —the value arrived at by the application of a capitalization rate or times-earnings figure. (Determined by the ratio of net earnings per share to market price per share of any given stock.)

Generally, with a private company, authorities attempt to find a company or several companies whose shares are listed and which are in the same type of business, thus getting a representative times-earnings figure.

**Shaded for Taxpayer**

The rate is usually shaded in the taxpayer's favor to one to two and one-half points to recognize that private companies are usually much smaller and therefore subject to higher risk. In arriving at the capitalization rates on listed companies, five or ten years' results are considered.

Where no listed company comparisons are available, the capitalization rate used is the average rate indicated by a broad range of companies engaged in all types of industry, both high-risk and low-risk — adjusted to fit any special factors.

In my opinion the present market conditions are such that it would be appropriate now to speak of rates of 12% to 15% as being fair (rather than the eight and 10 times-earnings figures found in many texts). Occasionally a rate as high as 20% or 25% may be justified.

Establishing the normal earnings capacity of the company is perhaps the most important part of the earnings valuation. In recent years, authorities have shown resistance to the use of any period longer than five years, other than in special cases.

Many valuators are prone to make a serious mistake: the slavish use of financial statement profit and loss figures. They should be only the starting point. The valuator should look behind these figures and eliminate any unusual items of profit or loss.

In my opinion the best method (of taking into account varying levels of taxation — wartime, immediate postwar and today) is to ignore any provision for corporate income tax in the analysis of past earnings and arrive at net earnings before taxes, then deduct taxes at current rates.

**Dividend Basis**

In valuation of a true minority interest in a private company, dividends are probably the most important factor. Procedure is much the same as in earnings valuation. Spread is made over representative period to arrive at the norm. The average dividend is then capitalized at a rate established by comparison of the yields on listed shares of the same type of business. These yield rates should then be shaded upwards when applied to shares of unlisted companies.

If no dividends have been paid and there is no likelihood of payment in the future, either a book value or earnings value basis must be resorted to. Recognition of the fact that a minority interest is involved is usually granted either by increasing the capitalization rates or by a straight percentage discount. I would suggest that the former (more subtle) method be used.

There are other important factors:

1. It is possible to make comparisons of market values to net current asset values, to inventories, to book values, etc. But I would warn against confounding the issue with too many statistics, which can be perverted to any end and which will not impress the authorities.

2. The authorities will take the stand that a minority interest in a family company should be valued on a majority interest basis. Where there's "a-feudin'," minority interest arguments will be recognized, if brought to the attention of authorities.

3. General economic conditions.

**Other Securities**

Preferred shares, bonds or notes usually present less trouble. Preferreds are valued by reference to: Equity behind the shares; dividends over past years; number of times dividend requirements have been earned; whether dividend is cumulative or noncumulative; whether they carry voting rights.

Where private companies have capitalized their 1949 surplus on hand by issuing preferred, bonds, notes or debentures under Section 95A of the Income Tax Act (the company then has a greater apparent value than with only common shares outstanding because interest and dividend rates are much less than capitalization rates), I recommend this procedure, which I believe will be accepted by the Succession Duty authorities:

In arriving at normal earnings capacity, add back any bond interest which has been charged or do not make any allowance for preferred dividends. Apply the appropriate capitalization rate to the earnings thus established. Resultant figure will represent combined value of the bonds, etc., and the common shares. Deduct the bonds, etc., at par and the remainder represents the valuation of the common stock. On this basis, the bonds, etc., will always be worth par regardless of the rate of interest or dividend.

With a partnership of a sole proprietorship the main problem is to determine the amount of goodwill if any. For Succession Duties purposes, no value is attached to goodwill attributable to the personal ability of the deceased. As a rule, I have found authorities will accept adjusted or revised book value for any interest in an unincorporated business.

**Gift Tax Valuation**

The Income Tax Act does not define "value" of Gift Tax purposes. Section 101 (1) merely states that tax shall be levied on the "aggregate taxable value" of all gifts made during a taxation year. But authorities now deal not only with the valuation of all gifts, but also the assessing of the Gift Tax returns. Therefore, the same principles and methods are used as with Succession Duty valuation.

Under the Act, the donor is primarily liable for the tax on any gifts made by him in a taxation year. The Department therefore takes the stand that if the donor holds a majority interest in a company and donates a few shares thereof, valuation shall be made on a majority interest basis, whether or not the donor still retains control after the gift. It seems to me that this matter could be successfully challenged.

There is an advantage in making lifetime gifts of shares of a private company which is often overlooked: the owner of the business can be present at an interview on valuation and with his knowledge of the business and its problems may reach a much more satisfactory settlement—the principles established would be recognized when remaining shares come up for Succession Duties.

Valuation is very often not a one-man job, but a team job requiring services of the accountant, the lawyer and the economist.

# Increase Shown In Bank Debits

Canadian business as reflected in the cheques cashed against individual accounts at the clearing house centres of Canada continues well above the 1952 level. Total cheques cashed (or bank debits) at 35 centres for which comparisons with 1952 are available totaled $12.251 millions in July or 11.9% higher than in the previous year.

Recent reports have added 17 additional clearing house centres but comparable figures for these for 1952 are not available. Total debits at the 52 centres for the first seven months of 1953 are $82,545 millions.

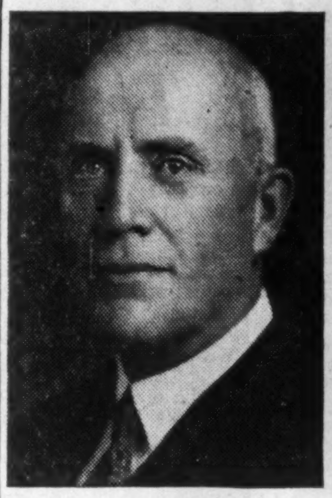
Total clearings for the original 35 centres are $79,510 millions ($70.619 millions in 1952) a gain of 12.6%.

**Cheques Cashed Against Individual Accounts at Canadian Clearing House Centres**

| | July 1953 | July 1952 | 7 Mos. 1953 |
|---|---|---|---|
| | Millions of $ | | |
| **Atlantic Provinces:** | | | |
| Charlottetown | 15.3 | ...... | 100.4 |
| Fredericton | 38.7 | ...... | 187.3 |
| Glace Bay | 3.9 | ...... | 26.4 |
| Halifax* | 137.9 | 124.2 | 847.9 |
| Moncton* | 49.1 | 39.3 | 288.8 |
| Saint John* | 60.7 | 64.8 | 397.9 |
| St. John's* | 62.4 | 50.5 | 411.1 |
| Sydney | 25.9 | ...... | 172.0 |
| Total 4 centres* | 310.1 | 278.9 | 1,946.0 |
| **Quebec:** | | | |
| Chicoutimi | 19.1 | ...... | 136.4 |
| Drummondville | 12.7 | ...... | 79.6 |
| Granby | 14.9 | ...... | 95.0 |
| Montreal* | 2,903.0 | 2,701.0 | 19,593.2 |
| Quebec City* | 287.9 | 268.6 | 1,983.0 |
| St. Hyacinthe | 16.1 | ...... | 103.8 |
| Shawinigan Falls | 11.6 | ...... | 74.1 |
| Sherbrooke* | 35.1 | 36.1 | 250.4 |
| Three Rivers | 36.0 | ...... | 215.2 |
| Valleyfield | 8.4 | ...... | 52.4 |
| Total 3 centres | 3,225.8 | 3,005.5 | 21,826.3 |
| **Ontario:** | | | |
| Brantford* | 46.3 | 43.2 | 301.9 |
| Chatham* | 36.2 | 32.3 | 245.5 |
| Cornwall* | 17.8 | 15.3 | 112.0 |
| Fort William* | 30.2 | 25.1 | 173.1 |
| Guelph | 24.5 | ...... | 158.3 |
| Hamilton* | 308.7 | 269.6 | 1,991.2 |
| Kingston* | 29.4 | 26.5 | 194.9 |
| Kitchener* | 65.2 | 52.1 | 433.1 |
| London* | 188.3 | 144.6 | 1,107.5 |
| Niagara Falls | 34.9 | ...... | 279.2 |
| Oshawa | 113.2 | ...... | 817.8 |
| Ottawa* | 398.9 | 454.9 | 3,060.0 |
| Peterborough* | 31.8 | 29.8 | 206.1 |
| Port Arthur | 24.4 | ...... | 150.2 |
| St. Catharines* | 57.2 | 50.3 | 369.4 |
| Sarnia* | 41.9 | 33.6 | 249.5 |
| Sault Ste. Marie | 42.5 | ...... | 290.9 |
| Sudbury* | 39.5 | 32.2 | 245.1 |
| Timmins | 16.3 | ...... | 95.9 |
| Toronto* | 3,861.5 | 3,213.4 | 25,138.6 |
| Windsor* | 162.9 | 181.7 | 1,193.8 |
| Total 15 centres | 5,315.9 | 4,604.9 | 35,021.8 |
| **Prairies:** | | | |
| Brandon | 15.4 | 15.5 | 99.2 |
| Calgary | 444.2 | 379.1 | 2,849.7 |
| Edmonton | 333.5 | 267.2 | 2,005.7 |
| Lethbridge | 29.3 | 27.9 | 193.8 |
| Medicine Hat | 13.9 | 10.9 | 81.8 |
| Moose Jaw | 26.9 | 24.7 | 172.3 |
| Prince Albert | 15.3 | 13.2 | 98.9 |
| Regina | 218.4 | 186.4 | 1,387.2 |
| Saskatoon | 60.2 | 58.3 | 396.1 |
| Winnipeg | 1,139.7 | 1,072.3 | 6,812.8 |
| Total | 2,296.9 | 2,055.7 | 14,097.6 |
| **British Columbia:** | | | |
| New Westminster | 54.6 | 40.0 | 319.1 |
| Vancouver | 919.8 | 821.7 | 5,488.1 |
| Victoria | 128.1 | 138.2 | 811.8 |
| Total | 1,102.6 | 999.9 | 6,619.0 |
| Total Canada: | | | |
| 35 centres | 12,251.3 | 10,945.0 | 79,310.6 |
| 52 centres | 12,709.9 | ...... | 82,545.8 |

*Totals and percentage changes are shown for 35 original centres for which comparable data are available. Seventeen additional centres have been added as of Jan., 1953.

Announcement



J. G. PARKER

A. ROSS POYNTZ

R. J. WOOD

The Imperial Life Assurance Company of Canada announces that J. G. Parker, who is retiring as President, has been elected Chairman of the Board of Directors. A. Ross Poyntz, former Managing Director, has been elected President. R. J. Wood, previously Assistant General Manager, has been named General Manager. These changes will be effective October 1st.

The Agents of the
NEW YORK LIFE
Insurance Company
are good men to know
LIFE
GROUP
ACCIDENT & SICKNESS
FAMILY
HOSPITALIZATION
Canadian Division Headquarters,
New York Life Insurance Company,
320 Bay Street,
TORONTO.

"Hold it!"

*What does he mean, "Hold it"? Anyone can see the smoke!*

What the firemen on the truck don't know is that an automatic sprinkler system has already extinguished the fire before the flames had a chance to spread. All that's left of the fire is the charred, smoldering remains in a container used for oily rags.

It happens every day. But unfortunately, so do *disastrous fires* — occurring in factories, warehouses, stores, hotels, hospitals, industrial plants and schools where there is no Grinnell Automatic Sprinkler System to keep the flames from spreading death and destruction.

The time to act on Grinnell Protection is *now* — before fire burns you out, or cripples your business. Grinnell Sprinklers stop fire at its source, wherever and whenever it strikes, night or day, with *automatic* certainty. 75 years experience proves this.

CONSIDER THE COST OF FIRE

No indemnity check can take the place of hard-to-get equipment. No indemnity check can replace burned-out records. No indemnity check can bring back lost customers, or skilled workers.

If you *have* fire insurance, you're probably paying for Grinnell Protection in higher premiums. *So why not have it?* Grinnell Company of Canada, Ltd., Edmonton • Montreal • Toronto • Vancouver.

GRINNELL
FIRE PROTECTION SYSTEMS

Manufacturing, Engineering and Installation of Automatic Sprinklers Since 1878

...with RP PAINT ARRESTORS

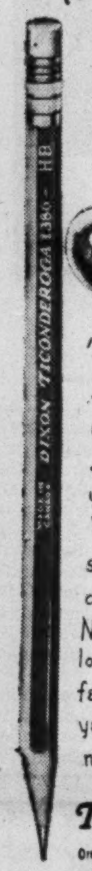
Cut down wasted Clean up hours... Minimize your Fire Hazard!

RP Paint Arrestors remove paint overspray solids from the air exhausted from paint spray areas. The sketch above illustrates the relative positions of the spray gun, Paint Arrestors and exhaust fan. Solids accumulate on economical disposable pads . . . not on walls and in ducts. Write for your brochure today.

DELHI INDUSTRIES



"Match Jumbo's Memory," Says Mr. T.




"It's easy to match Jumbo's memory when you use a Dixon Ticonderoga . . . the pencil that helps you remember! Write with the strong, smooth leads . . . see the clean legible outlines. Note the eraser firmly locked in a strong metal ferrule with double yellow bands. And it's not likely you'll forget

DIXON TICONDEROGA

MADE IN 8 DEGREES FROM 2B TO 4H
Order from dealer by the dozen or by the gross
DIXON PENCIL COMPANY LIMITED
MONTREAL · NEWMARKET · TORONTO · VANCOUVER



EQUIPPED FOR QUANTITY PRODUCTION OF WOOD COMPONENT PARTS

If your industry makes products which require component parts of wood, Hill-Clark-Francis is equipped to serve you. For forty years we have been suppliers of sash, frames, cabinets, shelving, trim and mouldings and other quality millwork. Our plant in New Liskeard has the latest high-speed machines to turn out wood specialties in volume. For more information call today.

*Canada's Largest and Best Equipped Millwork Plant!*

*Just call our Toronto office*

HILL-CLARK-FRANCIS LIMITED

Head Office & Factory: NEW LISKEARD, ONT.

Sales Offices: 57 BLOOR STREET WEST, TORONTO
PHONE: PR. 2545


# *Picard & Fleming Cancellation Text*

(Continued from page 18)

in this vicious operation, or at least were content to accept the profits from an operation which operated as a fraud on the public. Normally a broker would not accept an order from an unknown source in the absence of a cash deposit or other form of security. In this instance the brokers as agent for the underwriter were not running any actual risk, although their true position was never disclosed to their clients and in fact they had actually misrepresented their position through the bulletin of April 30th.

**Selling in U. S.**

Having reached the conclusion that the brokers were definitely fixed with knowledge of the true state of affairs in May, even if it can be argued that they were not a party to the operation from the outset, I propose to review the account of an American housewife, who was recently interviewed by one of our Investigators. This account in my opinion discloses a ruthless and vicious course of conduct including overloading in the case of a highly speculative issue without any knowledge of the purchaser's ability to speculate on this scale.

There are also indications that material evidence has been removed from the brokers' files, and that this client has been the victim of actual deception in the handling of her account. From a casual perusal of this unfortunate woman's evidence, it might be considered fragmentary. But this is not the case after a careful analysis has been made. It is positive evidence which in many material respects fits in with evidence of record, as opposed to the brokers' purely negative evidence. Statements in evidence such as — "I do not recall" — "I do not remember" are often voiced in litigation, but we are not dealing with ordinary litigants, but with individuals who have been granted a licence, a privilege to trade with the public and who are expected to give an account of their dealings and preserve material records in their own interests, as well as in the public interest. Common sense alone should reject any suggestion that this client concocted evidence in the form of longhand copies of communications she claims to have sent to the brokers and which were produced to our Investigator over a year after the transactions took place.

Mrs. "W" after becoming a subscriber to McKibbon's services, first purchased 2,000 shares of "K" through her own broker, following the receipt of a telegram dated April 27, 1952 from McKibbon. McKibbon then made a habit of calling her during dinnertime, much to her embarrassment, as her family was then present and her husband disapproved of this type of speculation. The conversations were accordingly very one-sided. Through a series of calls her total purchase amounted to 14,000 shares, 12,000 of which were purchased through P. & F. She claims she did not actually authorize these orders, but up to this time had sufficient cash to meet her so-called obligations, so was not unduly worried.

Then on Friday, June 20, 1952, McKibbon again called at dinnertime. She was extremely worried when he spoke in terms of a further purchase of 6,000 shares as she did not have sufficient cash available. She worried about the matter over the week end. Then on Sunday night at 11 o'clock after her husband had retired, she telephoned Western Union and sent a day wire to P. & F. cancelling the order. A longhand copy of the wire is produced and reads:

> "Do not buy "K" shares for me today or until I authorize same. Am not in financial position to pay for them. Will write to Mr. McKibbon today."

At about 11 a.m., on Monday morning, June 23, she received a telephone call from McKibbon who advised her the purchase had already been completed before the telegram was delivered. He advised her to sell some of her securities and to telephone her broker. She telephoned immediately and spoke to Mr. Picard.

According to her evidence he advised her that the telegram had not been delivered until 10.30 a.m. The telegram if any was sent, is missing from the brokers' files. Mr. Picard does not deny the telephone conversation, but cannot recall any details. There definitely was a telephone conversation as on that day, Monday, June 23, 100 shares of an oil stock was sold at $7.20 per share for her account, and the shares in question were delivered on July 2 following. This sale, which is a matter of record, lends support to her evidence covering a rapid sequence of events.

Further in support of her evidence, she has produced a bill from the telephone company charged to her telephone number and dated June 22nd, as follows:

> "TORO, TLGM, P.C, TAX 47"

In any event under the circumstances and particularly having regard to the fact that the brokers were merely acting as agent for the underwriter in this transaction, the transaction should have been reversed. The fact that it was not, indicates that the brokers were so far involved that they were obliged to bow to the wishes of others.

**Other Documents**

The missing telegram however is not an isolated instance of missing documents from this important account. The brokers wrote on July 18 claiming that $800 was still owing. A longhand copy of a reply dated July 23 is produced which explains there must have been some mistake in the account and this is followed by a damaging statement to the effect that the writer had checked with Western Union and the telegram had been delivered at 8.20 a.m., on the morning of June 23. This important letter is also missing from the brokers' files. It is suggested that it was never sent.

It is further suggested, I take it, that this evidence is also manufactured. If such is the case, we are dealing with a very astute woman who upon being advised that an Investigator from the Commission would call upon her, had all this evidence prepared for the interview. Any suggestion of manufactured evidence should be rejected as impossible in any event and as absurd, when considering the case of a woman who had proved to be such an easy mark throughout her dealings with McKibbon.

The broker wrote again on July 25. This letter is obviously a reply to the disputed missing letter, but does not contain any reference to the damaging statement respecting delivery of the disputed telegram. The writer, Mr. Picard, Jr., at first admitted this letter was a reply when shown both letters. However, he qualified his admission materially after some timely and unwarranted intervention.

There is a possibility, however remote that this telegram was not received and that the brokers should be given the benefit of the doubt, but delivery of the telegram is by no means the only consideration in this chain of events. The telegram was unquestionably followed by a telephone conversation, otherwise there is no explanation for the sale of the securities for this client's account on the 23rd of June.

This telephone conversation should not by any stretch of the imagination be considered as a casual one, as over $2,400 was involved covering a very large speculation in a penny issue. Under the circumstances it is difficult to accept Mr. Picard's evidence that he cannot recall any of the details, when the reputation of his firm was involved.

One would at least expect that they would have called a halt to McKibbon's activities then and there, particularly as their own records showed the extent to which this woman over a period of one month had been victimized. If they had put an end to McKibbon's activities there might be some grounds however slight for giving the brokers the benefit of the doubt. Subsequent accounts will be reviewed to show that McKibbon still followed the same pattern, aided and abetted by P. & F.

**Other Complaints**

On June 18 a New Haven broker wrote on behalf of a client complaining that his client "H. P." had placed an order for 1,000 shares through him following advice from McKibbon. He claims to have wired this order to P. & F. and that a confirmation had been sent direct to the client for 2,000 and not 1,000 shares. This complaint which was adjusted, must have been under consideration when McKibbon's activities should have been a first consideration, but apparently nothing was done to correct the over-all situation.

"W.C.P." of Indiana wrote on the 25th and 27th of June and on July 10th. In each case the letters carried the following notation: "C. C. H. B. McKibbon, 1111 Bay Street, Toronto, Canada." From an examination of this correspondence it is evident that McKibbon was placing orders through P. & F. on behalf of "W.C.P." and that some of the orders which had been confirmed may not have been authorized. By this time the brokers had full knowledge of McKibbon's selling campaign and also had first-hand knowledge of the limits to which he would go in forcing sales.

On July 2nd "J. W." of Brooklyn, N.Y. wrote:

> "Gentlemen: —I am in receipt of your notice of June 27th, 1952, informing me that my account has an outstanding balance of $1,190.00 and inform you **again**—
>
> 1. I have no account with you.
> 2. I have no unpaid balance with you, and
> 3. I never ordered you to buy for me or agreed to buy from you or anyone else in Canada any shares of stock."

It is significant that on Friday of the same week the disputed telegram and telephone conversation were considered, that this firm was still trying to force payment of orders which had been confirmed and which had evidently never been placed. Moreover, this is not the case of a person trying to avoid payment after a drop in the market, because the brokers' records show that the order in question was confirmed as of May 7th at 37½c and 38c and the market at this time was around 40c-41c.

"N. C." of Quebec, which account incidentally is the only Canadian account appearing in this group, wrote on July 24th, as follows:

> "Dear Sirs: — I have never opened an account with you nor authorized anyone else to do so. If owing, this balance ($92.22) must be collected from the person who made the transaction."

The brokers' records show that 2,000 shares were confirmed to "R.C." as of June 25, 1952. In the absence of payment they evidently went through the motions of selling out this account and this appears to be one of the few cases in which they actually attempted to collect the loss resulting. Despite an absolute denial from the alleged client, a further attempt was made to collect this so-called debit balance on August 19, 1952.

On August 8th, "I.H.P." of Chicago wrote:

> "I, still want to know who ordered the 1,000 shares of "K" on June 12th and why you bill me for it."

A reply dated August 14 reads as follows:

> 'After making every possible investigation, we wish to inform you that your 1,000 shares of "K" was bought for your account due to a clerical error. It is unfortunate that your name was confused with Mr. "J.H.P." of Winnipeg, Manitoba."

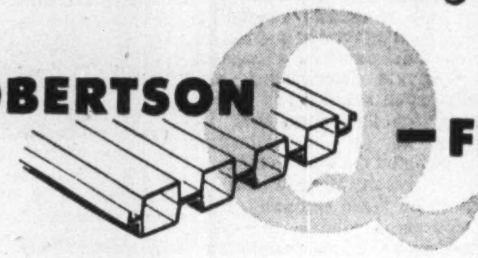
"I. H. P." did become a client of P. & F. through a purchase of 1,000 shares on May 6th. It is quite evident that McKibbon tried to force a sale of another 1,000 shares in June. However there is **no** account for "J. H. P." of Winnipeg and the Commission is asked to believe that the mistake arose from the fact that there is such

(Continued on page 23)


2 STOREYS . . . OR 32

*You'll save time and money with . . .*

ROBERTSON Q-FLOOR

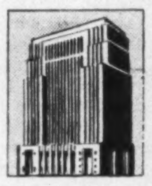


Robertson Q-Floor is a load-bearing, cellular steel sub-floor, so strong and light that it can save 20% to 35% in the weight of structural members and foundation. It is designed to meet ALL load and span requirements.

Q-Floor units are welded to the steel framework of a building as fast as the structural steel goes up. Q-Floor does NOT increase the total cost of a building, but DOES increase its investment value and earning power.

No building with Q-Floor can ever become electrically obsolete, electrical maintenance is low.

Everything about Q-Floor works to save you time, money, trouble. So, whether you are putting up 2 storeys or 32 . . . or are adding new height to an old building, it will pay you to get ALL the Q-Floor facts. Ask your architect or nearest Robertson-Irwin representative.

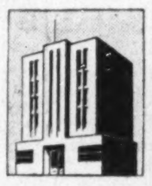


**Q-Floor best for large buildings**

*Q-Floor is in the towering Bank of Nova Scotia Building, Toronto. Architects: Mathers & Haldenby, and Associates—Beck & Eadie—and in many other large Canadian buildings.*

**. . . best for smaller buildings, too**

*Q-Floor speeds up construction in smaller buildings. Gets tenants in faster. Ideal when the plan is to ADD STOREYS to an old building because Q-Floor is both strong and light.*



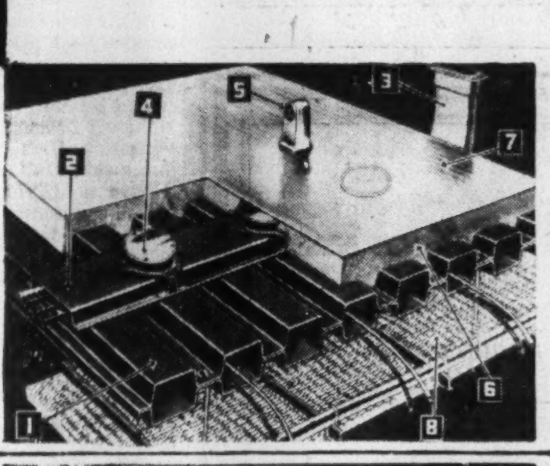
*made by*

ROBERTSON-IRWIN LIMITED

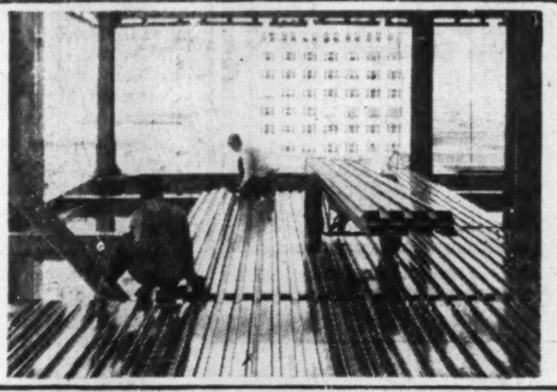
Manufacturers of the famous insulated exterior Q-Panel

Sales Offices:

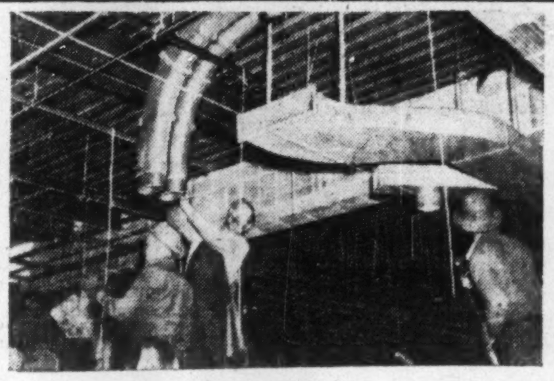
MONTREAL TORONTO HAMILTON WINNIPEG EDMONTON VANCOUVER




**What Q-Floor is:** Diagram shows construction: (1) Each cell is a raceway for electric wiring. (2) Raceway carries wiring across into cells, to and from (3) telephone cabinet. (4) Junction units give access to Q-Floor wiring. (5) Telephone outlet is easily, quickly moved. (6) Concrete fill (usually 2½") can be covered with any floor surface material. (8) Suspended ceiling.



**Q-Floors save time.** Two men can lay 32 square feet of Q-Floor in one-half minute. Construction is faster than conventional methods. Building can be occupied by tenants 15-20% sooner. Other trades are not delayed. Q-Floor provides an immediate working platform.



**Q-Floor is modern construction.** Other

**Q-Floor is modern construction.** Pipes, ducts, and ceiling hang from floor. No pre-set inserts required. Bad weather cannot cause floor delays because Q-Floor is dry, clean construction. There is no danger of construction fires, for Q-Floor is non-combustible.



# What a car! What a buy! Exciting new Studebaker!

*It's low in height! It's low in upkeep! It's low in price!*

White sidewalls and chrome wheel discs optional in all models at extra cost

NEW *foreign car flair in 9 body types*

NEW *Canadian comfort and handling ease*

NEW *longer wheelbases and wider treads*

NEW *and finer Studebaker "Miracle Ride"*

**Best used car buys in town!** Big selection of all popular makes—priced to move out fast. Especially fine buys in late-model used Studebaker Champion 6s and Commander V-8s

*Take a look! Take a ride! You'll take it home!*

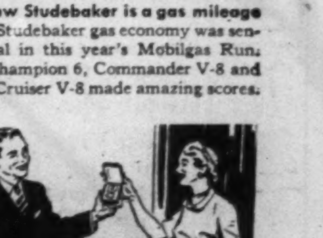
THIS strikingly original Studebaker has the big-money look and out-ahead smartness of a very exclusive car. But it's actually way down to earth in price.

See for yourself what a bargain buy a new Studebaker is. Take a look—and then take a ride—and you'll want to take delivery right away.

The car illustrated is one of nine Studebaker body types that are selling at prices sensationally low. They're all brilliant performers—all gas economy stars—all stand-outs in safety.

Come in and select your new Studebaker at once—a sedan, coupe or hard-top—a brilliantly powered Commander V-8 or a big, impressive Champion 6 in the low price field.

**The new Studebaker is a gas mileage star!** Studebaker gas economy was sensational in this year's Mobilgas Run. The Champion 6, Commander V-8 and Land Cruiser V-8 made amazing scores.



**Studebaker gets '53 Fashion Academy Award!** Studebaker's years-ahead European look has been signally honored by Fashion Academy, noted New York school of fashion design.

SEE YOUR NEARBY STUDEBAKER DEALER

BUILT IN CANADA · · · BY CANADIAN CRAFTSMEN

2% Paid on SAVINGS DEPOSITS

THE STERLING TRUSTS CORPORATION

HEAD OFFICE 372 Bay St., Toronto
BRANCH OFFICE 1-3 Dunlop St., Barrie

# He's Got a Lifeline Around Success

## In Surgical Supplies, Surging Growth For New Business

An erstwhile New Yorker who holds a pharmacy degree in one hand and a degree in chemical engineering in the other has become something of a one-man band in the Canadian surgical supply business.

Arriving in Toronto in 1946 to establish a branch of the New York drug manufacturing company in which he was a partner, Jules R. Gilbert decided the future held great promise for Canada, and two years later opened a business of his own.

Today, Gilbert Surgical Supply Co. Ltd., has expanded to a point where the 32-page booklet its owner mails out regularly to 14,000 doctors and hospital administrators lists just a few highlights of his line.

Stock in the offices on Toronto's Bloor St. bear trademarks of companies in Canada, the U. S., Britain, Germany and Japan, and current contracts show four or five Canadian manufacturers producing furniture, glassware and surgical supplies to his specifications.

Announcement that a new hospital is going up anywhere from St. John's to Victoria is duly recorded, and today Mr. Gilbert estimates that hospitals and institutions either on the drawing board or in the process of construction will cost about $250 millions to complete and equip.

For a man who believes he can outfit a hospital "from the time the stone masons pack up," this could mean a wealth of orders for operating tables and iodine, wall coverings and tea cups.

In order to get as much of this business as possible, Mr. Gilbert recently put on the road a 40-ft. tractor-trailer which will visit hospitals all the way to the West Coast before returning to Toronto at the end of its two-month run. In an advertisement inviting appointments, Mr. Gilbert declares: "No road is too difficult . . . or too long . . . for the Lifeline furniture mobile showroom."

### New-Style Furniture

The reference to Lifeline furniture alludes to one of Gilbert's latest innovations, a new concept in furniture for hospitals or doctor's office. The idea for it came from an order Gilbert was filling a few months ago for a nurses' residence.

The order was for tables and chests of drawers topped with laminated plastic for greater utility and longer life. Working on a hunch, Mr. Gilbert added panels of the same plastic to every visible surface, so that the sides as well as the tops would receive the same degree of protection.

The hospital authorities concerned were so pleased with his amendment that Gilbert set about designing a whole range of beds, chairs, tables and chests on this principle, for sale under the name Lifeline.

Construction plans called for plastic panels to be screwed onto a steel framework, so that the outward appearance would be like that of wood-finish furniture. Experiments have shown that it is impervious to chemical solvents, and resists heat and scratching. Mr. Gilbert says the line is comparable in price to good-quality metal furniture.

Samples of the new product hold the centre of the stage as the display trailer opens its doors to hospital boards and administrators. Its interior resembling a cross-section of a modern hospital, the trailer is further fitted out with newest wall and floor coverings, model doors and partitions, cabinets and diet kitchen equipment.

A veteran transport driver is at the wheel of the truck as it makes its first cross-country tour, and salesman W. J. White is in charge of demonstrations.

### Always Something New

Even while his tractor-trailer is exhibiting his new Lifeline between Toronto and Vancouver, Mr. Gilbert, a promotion-conscious man who packs boundless energy into his small frame; is hard at work drawing up plans for introduction of Octets, a range of five medications which will make possible a new method of administering drugs.

This desire to be constantly increasing his own knowledge and bringing new products to the attention of the drug and medical professions had its beginnings in New York, where Gilbert was born in 1907, and was graduated, cum laude, in pharmacy in 1926 from Columbia University. He next turned his sights on a degree in chemical engineering, taking a job doing medicinal research to finance evening lectures. A scholarship won sometime later allowed him to attend the regular day lectures, and in 1931 he received the desired degree.

Thus fortified, he left for Tonawanda, N.Y. and a job putting him in charge of a new drug-manufacturing laboratory. His new move took him to Buffalo, as assistant supervisor of the pharmaceutical department of National Analine.

In 1936—just five years after his graduation from Cooper Union—Mr. Gilbert returned to New York and, on a 50-50 basis, with a friend established the firm of National Synthetics, for the manufacture and sale of pharmaceutical chemicals.

It was with the purpose of opening a branch of this company that Mr. Gilbert came to Toronto, in 1946. Although he severed

Mr. GILBERT

connections with the Canadian firm, Bell-Craig Co., in June of this year, he still is part-owner of the parent company in New York, which in 1951 changed its name to Bell-Craig Inc.

### Drugs First Interest

When Mr. Gilbert set up a company under his own name, in 1948, his main interest was in the drug line. The first step in a gradual switchover which has seen more and more of his business coming from the sale of surgical supplies was taken when he purchased a quantity of surplus surgical equipment from War Assets Corp., for re-sale to his accounts.

Since then his stock—in both surgical and drug departments—has increased to a point where he believes his company is the only one in Canada able to outfit a hospital completely.

More than 60% of his business is done in lines made by subcontractors working to his specifications. By limiting his production costs to expenses involved during the actual production of the number, and by having major items shipped direct from subcontractor to customer, Mr. Gilbert is able to keep production and shipping costs at a level where he can compete with manufacturers working in various specialized fields.

New ideas and promotions are combined to bring customers an increasing range of goods. When a doctor expressed a desire for a footstool which would not tip over easily, Gilbert designed one for him—and then wondered how he could make it pay off still further. His answer was to have the subcontractor make 100 or so duplicates of the original footstool, and introduce them in his booklet "Gilbert Surgical News."

Drawn up by Gilbert himself, "Surgical News" goes out six or seven times a year to a mailing list of 14,000. Responses average better than 2%, according to Mr. Gilbert.

The latest issue announces the following offer: Until further notice the company would absorb all transportation charges on orders of $10 and up, and in the case of low-cost heavy shipments, it would absorb charges up to 10% of the value of the shipment. The response was immediate.

### 30-40 Mailings

In addition, 30 to 40 mailings a year to hospitals carry news of developments of particular interest to institutions. Each mailing features a single item which Gilbert believes hospitals and institutions would like to hear about.

He is currently preparing a series of six mailings, for despatch over the next six months, dealing with his new range of medications, "Octets." Principal of the new preparation is that it provides in a single dose medication for an entire day, slowly releasing compounded drugs which previously required administration in two or three doses.

Although he deals with Canadian manufacturers whenever possible, Mr. Gilbert is constantly on the lookout for new items, and picks them up wherever they are available. In 1949, for instance, he visited Germany to make arrangements with a number of companies to carry their lines of surgical instruments. Other supplies come from Japan, as well as from England and the U. S.

Sometime ago Mr. Gilbert tried to introduce the "Drunkometer," for testing the degree of sobriety of motorists involved in accidents. While Toronto City Police and the University of Toronto both conducted extensive tests with the balloons which are used to help analyze the alcoholic content of the person who breathes into them, no conclusive results were announced, and Gilbert announces the line "hasn't taken over here."

Gilbert numbers his staff at 14 full-time assistants plus the workers in various subcontractors' plants who periodically are in his direct employ.

## Rise In CPR Net Earnings

MONTREAL (Staff) — Both gross earnings and working expenses of Canadian Pacific Railway Co. increased slightly during July for a rise of $259,633 in net earnings.

The July, 1953, net revenue amounted to $2,600,472, as against $2,340,839 for the same month last year. Net earnings to date this year, at $13,107,824, are down $371,116 from the first seven months of 1952.

A summary of the current position shows as follows:

| | 1953 | 1952 | Increase or Decrease |
|---|---|---|---|
| | Month of July | | |
| Gross Earnings | $41,738,599 | $39,191,280 | $2,547,319 |
| Working Expenses | 39,138,127 | 36,850,441 | 2,287,686 |
| Net Earnings | 2,600,472 | 2,340,839 | 259,633 |
| | Aggregate to July 31 | | |
| Gross Earnings | 273,224,124 | 261,317,591 | 11,906,533 |
| Working Expenses | 260,116,300 | 247,838,651 | 12,277,649 |
| Net Earnings | 13,107,824 | 13,478,940 | d371,116 |

d Decrease

"The bank manager answered my questions about India"

"In 1950, when I set out to import silver, brass and ivory ornaments from India, I knew there was a market in Canada. And I knew a firm in India which could supply me. But I did *not* know the dollar value of the goods, sales and excise taxes, shipping costs, import regulations, and how I could arrange to have my Canadian Dollars changed into Indian Rupees.

"I talked things over with Fred Stevens, my Dominion Bank manager, and he contacted the Bank's foreign department. They answered my questions and guided me through the complexities of exchange transactions.

"Since then, my business has grown steadily stronger, with the help and advice of The Dominion Bank. If *you* have a problem involving foreign markets, The Dominion Bank manager is the man to see."

*Branches across Canada.*
*Correspondents throughout the world.*

New York Agency: 49 Wall St. — London, England Branch: 3 King William St., EC4.

THE DOMINION BANK

82 YEARS OF SERVICE TO THE CANADIAN PEOPLE

53-21

"There's more to working here than meets the eye"

Behind the smile and cooperative spirit of every good employee lies something more than just a pay-check. It is a feeling of security that company supported insurance gives him. By planning your group program with confidence in Canada Life you'll gain that extra something that makes an employee — a good employee.

GROUP INSURANCE COVERAGE

1942 — 114,256 INDIVIDUALS

1952 — 244,829 INDIVIDUALS

plan your future with confidence in

The CANADA LIFE Assurance Company

NEW WALLS

AT SMALL COST

For over forty-five years we have studied, developed and scientifically applied wall renovating processes to suit every conceivable type of decorated surface, and have successfully served thousands of homes and institutions. Examine your walls now, make a note of those needing attention, then phone or write for further information and descriptive folder.

← Note before and after renovation

INVESTIGATE BEFORE REDECORATING

WE RENOVATE BY SPECIAL PROCESSES

WALLPAPER . . . OF EVERY DESCRIPTION
PAINTED SURFACES . . . FLAT OR GLOSS
COTTONED CEILINGS . . . AND WALLS
BLENDED OR . . . TINTED SURFACES
ENAMELLED WALLS . . . AND WOODWORK
GLAZED OR . . . IVORY FINISHED WALLS
CHURCH . . . AND THEATRE DECORATIONS
STUCCO . . . AND CAENSTONE SURFACES
ACOUSTICAL SURFACES . . . ALL TYPES
LINCRUSTO . . . AND LEATHERETTE PAPERS
PAINTINGS MURALS ORNAMENTAL WORK
DECORATIONS OF EVERY DESCRIPTION

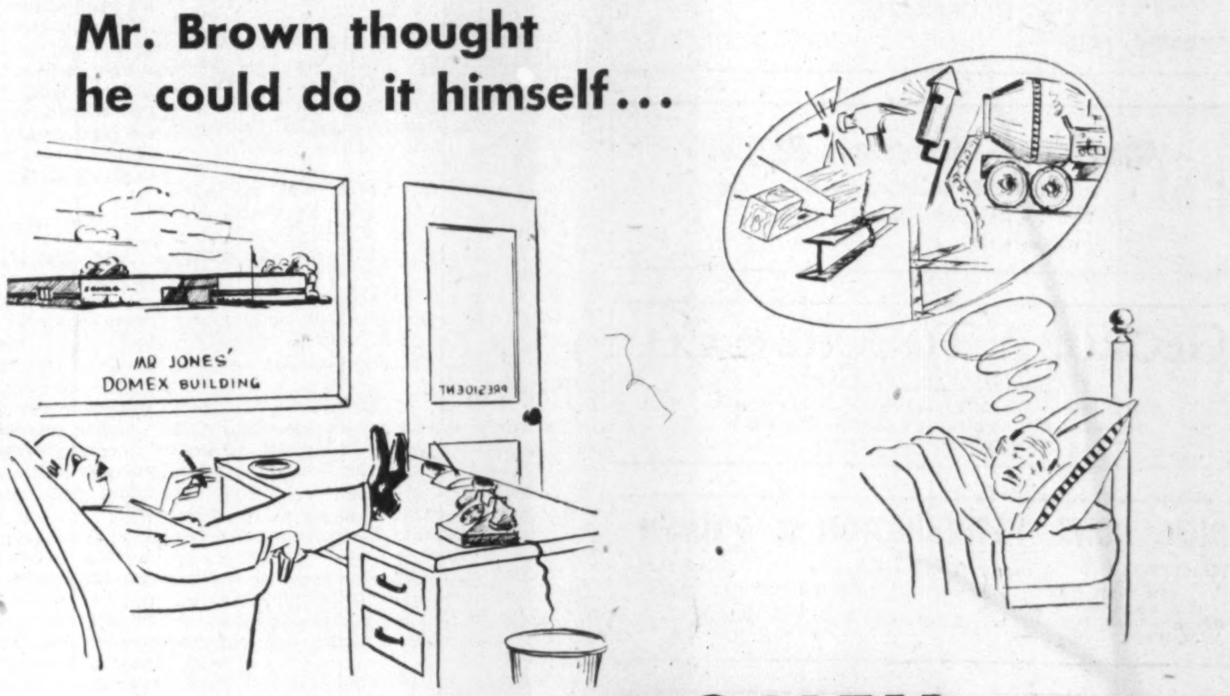
IN HOMES CHURCHES BUILDINGS

A. TEOLIS LIMITED

OFFICES & LABORATORIES, 4 COLLIER STREET, TORONTO. PHONE PRINCESS 1467

are YOU planning an industrial building or expansion?

Mr. Brown thought he could do it himself...




Mr. Jones called in DOMEX

Yes, Mr. Jones saved both worry and money by availing himself of Domex Standardized Industrial Structures with complete Engineering Services from drawing board to the keys of his completed building.

Why don't YOU join Mr. Jones in this list of some of Domex's satisfied customers.

Celanese Corporation of America, Maple Leaf Milling Company, International Harvester Company of Canada, Gaspe Copper Mines, Malartic Gold Fields, Ontario Hydro-Electric Power Commission, The Bethlehem Steel Corp., Imperial Oil Companies Limited, Military establishments across Canada including both the Royal Canadian Navy and Royal Canadian Army. R.C.A. Victor, Canadian General Electric.

Write, wire or phone for a brochure describing the Standardized Industrial Structures and Engineering Services to

DOMEX COMPANY LIMITED

112 BOND ST., TORONTO — EM. 3-4381

It pays to deal with Cimco

MUNICIPAL RINK GETS INDOOR ICE IN 14 DAYS

BOWMANVILLE MAYOR PAYS TRIBUTE TO "ON TIME" CONTRACT COMPLETION AT ARENA

It took only fourteen days from start to finish to have Ice on this Bowmanville Municipal Rink

Mayor Sydney Little says, "The town appreciates the job done by Cimco to make the deadline set by the Rink Committee."

Mr. Bob Watt, Chairman of Arena Committee says, "Cimco have done a wonderful job getting artificial ice in record time. Cimco has some pretty good men and they have been here day and night, and as a Rink Committee, we appreciate it very much. We know that they did more than they were supposed to do."

A seventy-five horsepower refrigeration system, plus 37,500 feet of pipe, involving two thousand separate welding operations, is a fair-sized refrigeration job. To have only 14 days for installation from start to finish makes the job a problem.

Yet Cimco completed this task in the 14 days set by the Bowmanville Rink Committee and to the entire satisfaction of all concerned.

Only one hundred percent co-operation between engineering, purchasing, shipping and erection departments at "Cimco", plus the co-operation of contractors and municipal officials made this "fast time" and satisfaction possible.

No matter what type of refrigeration or air conditioning problem, Cimco can find the right answer. Forty years' experience gives the "know how" to solve any problem, large or small . . . We always invite enquiries.

REFRIGERATION · AIR CONDITIONING · Cimco · FOR OVER 40 YEARS

CANADIAN ICE MACHINE CO. LTD.

REFRIGERATION AND AIR CONDITIONING EQUIPMENT & SUPPLIES

HEAD OFFICE: 65 VILLIERS STREET, TORONTO — DIVISIONAL OFFICES: HALIFAX - MONTREAL TORONTO - WINNIPEG - CALGARY - VANCOUVER - WITH BRANCH OFFICES ACROSS CANADA

PROFESSIONAL DIRECTORY

• Chartered Accountants

**EDWARDS, MORGAN & CO.**
*Chartered Accountants*
Established 1889
TIMMINS TORONTO MONTREAL
Representatives at WINNIPEG CALGARY EDMONTON VANCOUVER LONDON, ENG.

**McDonald, Currie & Co.**
*Chartered Accountants*
MONTREAL QUEBEC OTTAWA TORONTO SAINT JOHN
SHERBROOKE KIRKLAND LAKE VANCOUVER HAMILTON
CHARLOTTETOWN EDMONTON

**NIGHTINGALE, HAYMAN & CO.**
*Chartered Accountants*
HALIFAX, N.S.
SYDNEY, N.S. YARMOUTH, N.S.

**Clarkson, Gordon & Co.**
CHARTERED ACCOUNTANTS
Toronto • Montreal • Hamilton • London
Winnipeg • Regina • Calgary • Vancouver

**GEORGE A. TOUCHE & CO.**
CHARTERED ACCOUNTANTS
MONTREAL — TORONTO — LONDON — WINNIPEG
REGINA — EDMONTON — CALGARY — CRANBROOK
VANCOUVER — VICTORIA

**DICK, BOND, HETHERINGTON & O'LOANE**
TORONTO *Chartered Accountants* CHATHAM
C. J. DICK, C.A.
C. S. BOND, B.A., C.A.
W. I. HETHERINGTON, F.C.A.
W. R. O'LOANE, B.A., C.A.
LICENSED TRUSTEES IN BANKRUPTCY
C. J. DICK
W. R. O'LOANE

**COSSAR, HARPER & COMPANY**
*Chartered Accountants*
350 BAY ST., TORONTO EM. 6-4764

**COURTOIS, FREDETTE & CO.**
*Chartered Accountants*
10 St. James St. West
MONTREAL

**WILTON C. EDDIS & SONS**
Established 1895
*CHARTERED ACCOUNTANTS*
Federal Building, Toronto

**Arthur A. Crawley & Co.**
*Chartered Accountants*
OTTAWA • MONTREAL • BROCKVILLE • TORONTO • SUDBURY
NORTH BAY • SAULT STE. MARIE

**WINSPEAR, HAMILTON, ANDERSON & Co.**
*Chartered Accountants*
Edmonton Vancouver
Calgary Dawson Creek

**READ, SON, WATSON & LEITH**
Robert Leith
Chartered Accountants
London Agent: Reads, Cooke & Watson, Leith House, 47 Gresham St., London, E.C.2
Bank of Montreal Bldg., Water St.
ST. JOHN'S, Newfoundland
Cable Address: "Chartered"

**PETTIT, HILL and BERTRAM**
**OSCAR HUDSON & COMPANY**
*Chartered Accountants*
HOLLAND PETTIT, Jr. R. DOUGLAS HILL R. C. BERTRAM
199 BAY ST. EMpire 3-2381 TORONTO

**BELANGER, ST.-JACQUES, SIROIS & CO.**
*Chartered Accountants*
C. E. Belanger, C.A. Yvon Sirois, C.A.
P. St.-Jacques, C.A. Jules Sirois, C.A.
SHERBROOKE, QUE. DRUMMONDVILLE, QUE.

**WILLIAM DOWIE and COMPANY**
*Chartered Accountants*
William Dowie, C.A.
Arthur R. Francis, C.A.
28 James Street South — HAMILTON, Ont.

**PAYNE, PATTON & PUGSLEY**
*Chartered Accountants*
Gordon S. J. Payne, C.A. Donald R. Patton, C.A.
Philip T. R. Pugsley, C.A.
507 UNIVERSITY TOWER
MONTREAL

**PEAT, MARWICK, MITCHELL & CO.**
*Chartered Accountants*
Montreal St. John's, Nfld. Saint John, N.B.
Fredericton Moncton Toronto
Hamilton Winnipeg Calgary
Edmonton Prince George Vancouver

**THORNE, MULHOLLAND, HOWSON & McPHERSON**
CHARTERED ACCOUNTANTS
E. J. HOWSON
R. S. McPHERSON
Licensed Trustees
*Galt - Kitchener*
*Toronto*
*Representatives Throughout Canada*


WATCH YOUR STEP!

# It's Your Final Word, Don't Waste It

## *How to Make Your Will and Testament 'Idea-Tight'*

**If there are 10,000 words in your last will and testament, there are 10,000 possible pitfalls. Watch Your Step. One man's will was radically reversed by the single two-letter word, "or."**

**In this ninth of a series of articles on the financial problems of the modern Canadian, Post writer Don MacLean tells you how to steer clear of the pitfalls, how to make your will "idea-tight."**

By DONALD G. MACLEAN

The fate of your hard-earned estate may hang on a single word—a word as small as "or."

Not very long ago the courts reversed the whole meaning of an apparently airtight will because of that single two-letter word. It nullified gifts to charity and diverted a man's estate far from his original wishes.

Your will is, literally, your last chance to have your say. You won't be around to explain any subtleties.

The language of your last will and testament must leave no room for doubt, like that much-quoted ad of a few years ago: "Piano for sale by maiden lady, with carved mahogany legs."

Each word—even the insignificant "or"—is an idea, a concept, with shades and textures of meaning. Your will must be idea-tight, subject to only one interpretation — your intentions.

Caleb Diplock, of Eastbourne, England, thought he'd drawn up an idea-tight will back in 1919. Apparently he had no near relatives or friends, so he decided to leave the bulk of his estate to charity.

He made arrangements to pay off his debts, and then distributed his principal bequest this way:

"To such charitable institution or institutions or other charitable or benevolent object or objects in England as my executors or executor may in their or his absolute discretion select."

Idea-tight?

Old Diplock died 17 years later, and his executors began to distribute his assets, mostly to hospitals.

### Missed His Last Say

A distant cousin, actually Diplock's next-of-kin, heard of the case and disputed the will. The cousin insisted the gifts were void, that they shouldn't have been distributed.

His case: The words "or benevolent object or objects" authorized the executors to distribute the assets to objects that were benevolent without being charitable.

The cousin demanded that he was entitled to the money because, first, he was a relative, and, secondly, that he was a benevolent object just as worthy of support as a group of London hospitals.

When you write a letter or draft a speech, you probably use the words "Charitable" and "benevolent" as synonyms. The law and the courts say they're not.

The cousin got the residue of Diplock's estate, by a decision of the House of Lords.

If Caleb Diplock's will had read "charitable and benevolent" the London hospitals would have been so much the richer. But Diplock wrote "charitable or benevolent." His last say wasn't idea-tight; he didn't Watch His Step.

Canadians use words every day, even in their personal affairs, and they often haven't a complete idea of what they mean. Such words won't stand up in a legal document.

Take the word "residence." How often do you use it every week? You'd never have to explain its meaning to anyone—so you may think.

An Ontario businessman died not long ago and his will instructed his executors to transfer his "residence" to his wife.

The wife assumed the term included their summer cottage, where the family spent a good part of the year. Some other beneficiaries claimed it didn't. And the widow lost her beloved summer home.

That businessman's will wasn't idea-tight; he didn't Watch His Step.

How should you Watch Your Step in drawing up a will? There are two primary rules: (A) Have a lawyer word the will; he knows the legal gimmicks. (B) Let a trust company officer advise you (without obligation) how to plan your estate.

### The Basic Commandments

After that it's a matter of 10 basic commandments:

1. **Your will should indicate your place of domicile at the time.** It's usual to declare that "this is the last will and testament of me John Doe of the City of Toronto in the County of York, Province of Ontario." Next step, generally speaking, is:

2. **The revocation clause.** It usually says, "I hereby revoke all former wills and testamentary dispositions by me at any time heretofore made." It's a vital clause, and here's why:

Suppose you made a bequest to John Jones in 1945. In 1950 you make another will and this time decide to leave him nothing. If the original gift to him isn't otherwise disposed of and the first will isn't revoked by the second, Jones might claim his share, with a good chance of getting it.

3. **The will should name an executor or executors.** The executor is the person appointed to carry out the provisions of a will and the privilege of naming him is one of the advantages of making a will. You can be sure that your estate will be administered by somebody with the abilities and characteristics you want.

Your executor will often have to discuss matters with your widow and children. Unless he's congenial and helpful there may be trouble. You can name any person or persons you like as your executor.

Lately, it has been common to appoint trust companies as executors. Trust companies don't die; they're financially responsible and experts on estate management and administration.

An individual may become mentally or physically incompetent; he may go on an extended holiday, or he may not be financially responsible; he could die suddenly. Companies cannot.

Property owners sometimes appoint one or more individuals as co-executors with a trust company. But this can be difficult, because executors must be unanimous before taking action and a personal executor may be ill or otherwise unable to act.

Often, businessmen name a trust company as executor with a trusted friend or relative as adviser. This retains the advantages of trust company executorship—plus the personal interest of the family friend.

4. **The will usually provides for paying all just debts, including funeral expenses and succession duties.**

Succession duties may be charged against the estate generally, or each beneficiary may be required to pay his own duty.

5. **The will must be signed,** first by the testator (person making the will), and then by two witnesses, all present at the same time and in the presence of each other. Holograph wills, written in the testator's own handwriting and signed by him, unwitnessed, are good in some provinces (Quebec, Manitoba, Alta., Sask., and Nfld.).

6. **People named as beneficiaries in the will** shouldn't be witnesses nor should a wife or husband of a beneficiary. In such cases the gift to the beneficiaries will be void.

7. **A testator contemplating marriage in the near future** should expressly say so in his will and name the person. If he doesn't do this and he marries after making the will, it's for most purposes revoked by the marriage.

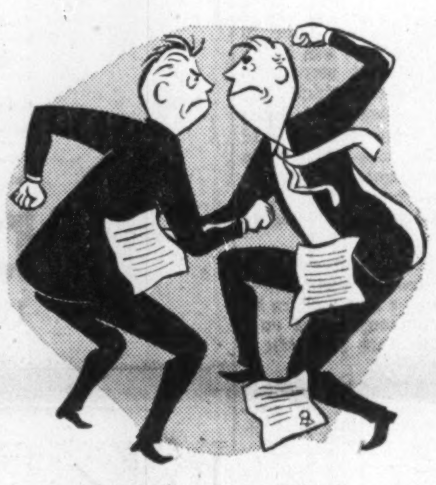
8. **Be clear in stating the names and addresses** of the testator, executors and beneficiaries. Spelling of names is important, even in the prefix Mc or Mac. Where there's any doubt, use special care to identify the indivual.

9. **You can't make illegal bequests.** You can't leave your property any way you want. If a testator, for example, doesn't make reasonable provision for his wife, the estate may be charged with her support.

Nor can a man deprive his wife of dower rights in provinces where they exist. He may, however, make other provision for her in lieu thereof.

10. **Once your will is prepared, you may make small alterations without rewriting the whole document.** The changes should be initialed by the testator and each witness before it's signed.

Making a will isn't difficult, but it's tricky. If your will runs to 10,000 words, there are 10,000 pitfalls. Watch Your Step.



"Don't Let Your Will Leave Room for Arguments."

# Selected Growth Stocks — Quarterly Review — By NESTOR

**The Financial Post's exclusive series of Selected Growth Stocks was chosen by one of the continent's most prominent and successful investment advisers. Basic information on all 26 companies was given Jan. 10-April 4. The reasons for choice shown below the accompanying charts were those given when stocks were chosen in January, 1953. Each will be reviewed quarterly. Publication of this series in The Post does not constitute a recommendation to buy these stocks.**

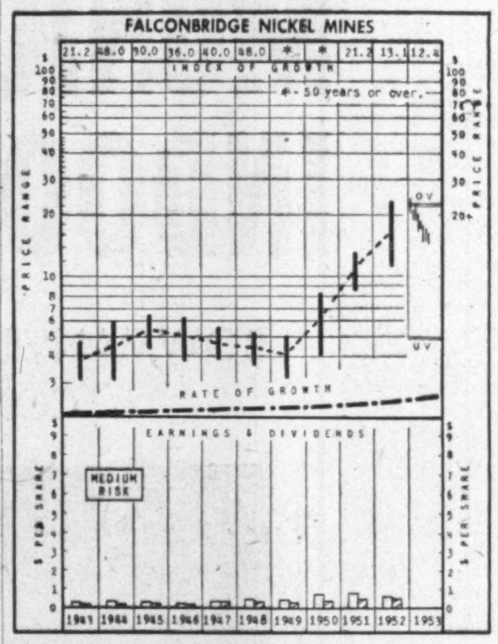
## Falconbridge

At recent market price of $15 a share Falconbridge Nickel common, selling 150% above its UV level, could rise 53% before hitting OV level. Range this year $23⅞-$14¼. Yield at $15, 3.3%.

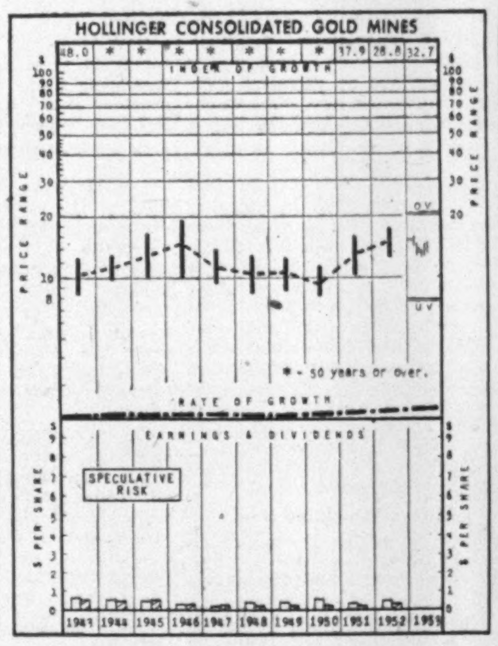
Operations so far this year running at about same level as year ago. Higher nickel prices have added to revenues, but revenues from copper, which account for about one quarter of total, down somewhat from last year. Mining costs have been higher also.

Company busy preparing details in connection with proposed expansion which will about double current 30-million-lb.-per-year nickel capacity. May be some months before all details cleared up. Financing has to be arranged after program all spelled out in detail. Decision on extent of expansion will be made then.

Company also working on research into possible new processes for refining metals. Results of such studies can also have important bearing on future expansion plans.




*WHY SELECTED: Aside from rearmament demand, growing use of nickel offers favorable long-range possibilities for this aggressive second largest nickel producer. Completion in 1954 of current expansion program should double prewar output level, further expansion being considered. Recent ore discoveries considered important. Based on about 25% of potential nickel land in important Sudbury area, and production of about 10% of total Sudbury output, there appears to be considerable scope for step-up in Falconbridge production.*




*WHY SELECTED: Potentialities for this second largest Canadian gold producer lie in its interest in Labrador and Quebec iron ore reserves, estimated to be in excess of 400 million tons of high-grade ore that are now being developed by Iron Ore Co. of Canada (owned by Hollinger and various U. S. interests) at an estimated cost of over $200 millions. Shipments are expected to begin in late 1954 and to be expanded progressively for several years thereafter.*

## Hollinger

Hollinger Consolidated trading this week at about $12⅛. This is 51.5% above undervaluation level; stock could rise by another 64.9% before hitting overvaluation level. At current price, it's selling at its 1953 low, 24.2% below its 1953 high of $16⅜.

Company has declared third quarter dividend of six cents a share, unchanged from previous payments. At this rate, present yield is 1.9%. Payment will boost cumulative total of Hollinger dividends to $130.2 millions.

Hollinger's labor contract expired Sept. 9 and negotiations between union and management have been under way. These negotiations may be affected by strikes at other gold mines in Ontario and Quebec.

Good progress being made on Iron Ore Co. railway aand ore shipments should start by next June. Additional first mortgage bonds authorized to total of $15 millions, to be sold to insurance companies.

### *How To Read The Stock Charts*

**INDEX OF GROWTH:** The rate at which the value of the equity behind the stock is doubling as determined by the growth rate at which it entered the year. A figure of 5.6 for the present year would indicate that at its current growth rate, the equity value is doubling every 5.6 years.

**PRICE RANGE:** The annual high, low and mean price. Monthly ranges for the current year.

**UNDERVALUATION AND OVERVALUATION PRICE LEVELS:** Shown by the narrow horizontal lines above and below the stock's price range indicating price at which the particular stock is adjudged as underestimating or overestimating its future rate of growth. A stock showing a fast-growth rate will sometimes anticipate growth by two or three years. In this case, it may not be so attractive a purchase relatively as some other fast-growing stock that is not anticipating its growth beyond the immediate present. Other factors, such as rate of growth and investment quality, will also enter into the comparison an investor will want to make.

Without these UV and OV levels, a current quotation of, say, 55 or 75 would carry no significance regarding long-range value. The UV/OV levels also permit judgment as between one stock and another. They are not designated points of purchase or sale, nor do they attempt to show what will be a stock's bottom or top figure in any given year.

**RATE OF GROWTH:** The rate, as based on Nestor's tests, at which the company is showing underlying, or long-term, growth. This will determine the price trend of the company's common stock over a period of years and, in most instances, the trend of dividend payments.

*Background and principles behind the selections by Nestor were discussed in a special article in The Financial Post, Jan. 10. A limited number of reprints are available on request.*

## Thrift Stores Ltd. Raises Dividend

MONTREAL (Staff)—Net profit of Thrift Stores Ltd., Montreal, amounted to $206,925 for the first 20 weeks of the current fiscal year—up 102% over the comparable period of last year.

• Sales this year amounted to $11,190,543 up to Aug. 15 and President J. Ernest Savard states that the 1953-54 sales volume should exceed $32 millions. For the year ended March 28, 1953, sales amounted to $24,768,880, representing a 310% increase from 1948, when the current expansion program was initiated.

Thrift now operates 73 units, with six more stores under lease and due to be opened during the present fiscal year. The new outlets are at Verdun, Montreal, Coaticook, Cowansville and Montmagny, Que. and Arnprior, Ont. Several other locations are said to be approaching the lease stage, with the possibility of also being opened this year.

The company last week announced an increase in its quarterly dividend to 35 cents from 25 cents, raising annual payments to $1.40. It is estimated that the new rate will represent disbursements of about 50% of the anticipated 1953-54 net profits.


PROFESSIONAL DIRECTORY

• Chartered Accountants

**W. J. McCOY & CO.**
*Chartered Accountants*
100 ADELAIDE ST. W., TORONTO
*Phones EM. 3-2329 - 2320*

**GUNN, ROBERTS AND CO.**
*Chartered Accountants*
GUY W. SMITH HENRY N. JORDAN LANCELOT J. SMITH
ALBERT C. JOHNSTON
36 Toronto St. TORONTO

**B. C. TANNER & CO.**
*Chartered Accountants*
LaFleche Bldg. Edmonton, Alberta

*Nash & Nash*
*Chartered Accountants*
EDMONTON PEACE RIVER
GRANDE PRAIRIE PRINCE GEORGE

**GEO. A. WELCH & COMPANY**
*Chartered Accountants*
OTTAWA
BELLEVILLE CORNWALL

**P. S. ROSS & SONS**
*Chartered Accountants*
MONTREAL • TORONTO • OTTAWA
VANCOUVER • SAINT JOHN, N.B.
*Established 1858*

*Barrow, Nicoll & MacIntosh*
CHARTERED ACCOUNTANTS
*Halifax Sydney Moncton*

**McDONALD, NICHOLSON & CO.**
CHARTERED ACCOUNTANTS
LICENSED TRUSTEES
TORONTO GALT

**LAVALLEE, BEDARD, LYONNAIS, MESSIER, GASCON**
*Chartered Accountants*
KENT BUILDING,
10 St. James St. East
MONTREAL, Tel. MA. 7085
SHERBROOKE
THREE RIVERS

**PRICE WATERHOUSE & CO.**
*Chartered Accountants*
MONTREAL OTTAWA TORONTO HAMILTON
WINDSOR WINNIPEG CALGARY EDMONTON
VANCOUVER VICTORIA

**ARTHUR S. FITZGERALD AND COMPANY**
Chartered Accountants
WINDSOR, ONTARIO

**INVEST FOR PROFIT**
Don't be caught napping. The Post provides the most complete news service available on investments. You get facts, graphs, informed market comment, penetrating analyses of profit opportunities. Get these each week in
THE FINANCIAL POST
By mail only $6 a year

**MILLAR, MACDONALD & CO.**
*Chartered Accountants*
WINNIPEG TORONTO

**WILLIAMSON, SHIACH, SALES, GIBSON & MIDDLETON**
CHARTERED ACCOUNTANTS
W. F. Gibson, C.A.—Licensed Trustee
Toronto Montreal

**WANT TO KEEP ABREAST OF TRADE?**
The Financial Post reports trends and developments in domestic and foreign trade and the Ottawa machinery back of them. Concise, authoritative, specific. Read The Post regularly for red and green lights.
BY MAIL ONLY $6 A YEAR

*Shippers are invited . . .*
. . . to see how imports and exports are handled safely and economically in the United Kingdom.
The Canadian Film Institute, 172 Wellington Street, Ottawa will lend to commercial organisations a 16mm. colour film of the Port of Bristol, free of charge, on application.
**AVONMOUTH**
**Port of Bristol, England**

## PROFESSIONAL DIRECTORY

• *Certified Public Accountants*

**WRIGHT, ERICKSON, LEE & CO.**
*Certified Public Accountants*
66 KING ST. EAST, HAMILTON, ONT. — HAROLD P. WRIGHT, CPA, *Licensed Trustee and Receiver, etc.*

**ANTON JENSET & CO.**
Certified Public Accountants
TORONTO — BRAMPTON

• *Management Consultants*

**URWICK ORR & PARTNERS LTD.**
*Consulting Specialists in Organization & Management*
ROYAL BANK BUILDING, TORONTO EM. 3-9033 — 1176 SHERBROOKE ST. W., MONTREAL BE. 4854

**J. D. WOODS & GORDON**
LIMITED
MANAGEMENT CONSULTANTS
15 Wellington St. West, TORONTO, ONT. — Aldred Bldg., 507 Place d'Armes, MONTREAL, QUE.

**• BELMAN ASSOCIATES •**
WAGE ADMINISTRATION CONSULTANTS
THE *"UNIVERSAL PLAN"* OF JOB EVALUATION • *"QUALITY & QUANTITY"* PREMIUM WAGE PLAN
P. O. BOX 42, N.D.G., MONTREAL 28, CANADA
P. O. BOX 62, RED LION, PENNA., U. S. A.

• *Management and Industrial Consultants*

PAUL E. DUFRESNE — L. G. DAIGNAULT — T. R. McLAGAN
**DUFRESNE McLAGAN & ASSOCIATES**
REGISTERED
INDUSTRIAL AND MANAGEMENT CONSULTANTS
*COST REDUCTION AND LABOR RELATIONS SINCE 1920*
BANK OF NOVA SCOTIA BUILDING — HArbour 9000 — MONTREAL

• *Consulting Management Engineers*

**STEVENSON & KELLOGG LTD.**
*Consulting Management Engineers*
MONTREAL
TORONTO, Canada Permanent Bldg. — 4123 Sherbrooke St. West, Westmount, Montreal 6, P.Q. — VANCOUVER, Royal Bank Bldg.

**J. EDGAR DION**
*Consulting Management Engineers*
MONTREAL
4643 SHERBROOKE ST. W. — GLENVIEW 1428

• *Consulting Engineers*

**A. L. MUNRO & ASSOCIATES LIMITED**
Consulting Engineers
Mechanical and Electrical Equipment of Industrial and Commercial Buildings
• Reports • Designs • Supervision
22 Harbord Street, Toronto — KI. 3258

**SIR ALEXANDER GIBB & PARTNERS**
CONSULTING ENGINEERS
Queen Anne's Lodge, LONDON, ENGLAND — 4 Wellington Street East, TORONTO, CANADA

**WIGGS WALFORD FROST & LINDSAY**
CONSULTING ENGINEERS
Industrial Surveys, Reports and Appraisals; Civil, Electrical and Mechanical Engineering, Designs, Specifications and Supervision.
4350 Sherbrooke St. West, Westmount, Montreal 6, Que. GLENVIEW 6311 — 1168 Bay Street, Toronto 5, Ontario. MIDWAY 1141

**C. D. SCHULTZ & COMPANY**
LIMITED
*Foresters and Engineers*
SURVEYS — DESIGNS — APPRAISALS
MANAGEMENT
VANCOUVER, CANADA • SEATTLE, WASH., U.S.A.

**P. G. GAUTHIER**
Consulting Engineer & Quebec Land Surveyor
Town Planning — Industrial Site Development—Planning and Supervision of Engineering Construction
Special Surveys — Civil Engineering
2180 Belgrave Ave., Montreal 28. Tel. EL. 3111

**JOHN H. ROSS**
Consulting Engineer
Mechanical and electrical equipment of buildings and industrial plants.
Reports, Designs, Supervision
1251 Yonge Street, Toronto 5
PRincess 2508

**CANADIAN BRITISH ENGINEERING CONSULTANTS**
Water Supply, Irrigation, Sewerage, Sewage Treatment, Drainage, Refuse Disposal, etc.
TREATMENT OF INDUSTRIAL WASTES
1654 Avenue Road, Toronto, Ont. RE. 2920 • 9130 Jasper Ave., Edmonton, Alta. 23865

**MARSHALL, MACKLIN and MONAGHAN**
*Professional Engineers, Ontario Land Surveyors*
PIPELINE SURVEYS — CONTROL SURVEYS
Topographic Mapping, Municipal Engineering, Subdivisions-reports, designs, surveys
154 MERTON STREET, TORONTO 12 — Phone HU. 1-3397

**FREDERIC R. HARRIS OF CANADA LTD.**
*Consulting Engineers*
REPORTS, DESIGN, SUPERVISION
DOCKS, HIGHWAYS, WATER, SANITARY & INDUSTRIAL WASTES
INDUSTRIAL, POWER PLANTS, AIRPORTS, FOUNDATIONS
200 BLOOR ST. EAST, TORONTO, ONT. — Midway 1588


# Picard & Fleming Cancellation Text

(Continued from page 20)

an individual listed in the Winnipeg telephone directory.

On August 12th a telegram was sent to "B. J. K." —

"We have in our books a purchase of 5,000 shares of "K" for $2,120.00 U. S. funds. Payment has not yet been received. If this amount is not received by Monday, August 18th, your account will be sold out."

So even as late as August 12th, they were trying to enforce payment, when their confirmations had been ignored and when they must have known they were dealing with further examples of McKibbon's illegal operations.

On August 22nd, "A. S." wrote in part:—

"Your delayed notice dated June 27th, 1952 received. I am sorry to state that this matter should be considered between your firm and this so-called H. B. McKibbon."

Again June 27th is a significant date. The delay in delivering of this demand for payment is due to the fact that "A. S." was in a nursing home following a stroke. He was recently interviewed by one of our Investigators and is a man of 82 years of age. This provides an excellent example of sales methods which have no regard for a person's financial means, their age or other material circumstances. This elderly gentleman advises us that McKibbon tried to dispose of 10,000 shares in his case. Under date of September 4th Mr. Munger replied as follows:

"It appears by your letter of August 22nd that you have been high-pressured. If we had known that any such methods were being used, the order would never have been accepted, etc."

It is submitted that Mr. Munger, the writer, for all practical purposes was equally as well aware of the high-pressured methods referred to when he wrote to "J. S." on May 12th, 1952. As of May 12, 1952, he advised the complainant that the circumstances had been reviewed. He cannot now be heard in denial of a statement which is virtually an admission of McKibbon's illegal activities.

A review of further accounts would not add materially to the evidence, which with one exception is taken solely from the brokers' records. Even in the case of the one exception, matters of record are the deciding factor.

I have purposefully refrained from placing reliance on the mass of correspondence received from clients of this brokerage house, although the combined effect of the information received is formidable. The partners were examined primarily for the purpose of affording them an opportunity of explaining evidence which on its face appeared to be conclusive in establishing that McKibbon did act as a salesman on their behalf. They offered excuses, but any feasible explanation is entirely lacking.

In August, 1951, the Commission cancelled the registration of a broker-dealer for employing an unregistered salesman. A member house cannot expect any different treatment. Apart from the provisions of The Securities Act, an unregistered salesman is a peril and a hazard, as once he has broken the basic law governing trading, he will naturally break every other law and regulation in order to effect sales. McKibbon in this instance was a double hazard, as his relationship with his subscribers was presumably based on absolute impartial advice, which is an essential. The limits to which McKibbon went were unquestionably known to the brokers. They now suggest that many of the clients could have sold at a profit, which has no bearing on the real issue. I suggest however that the brokers well knew that clients accepting McKibbon's allegedly expert and impartial advice would not sell until the stock reached the price he predicted, a price which was never reached.

It is further submitted by way of defence that the brokers were working under a distinct handicap through being obliged to accept the services of untrained and inexperienced employees. They nevertheless saw fit to open a branch in Toronto early this year to add to their difficulties. Whatever their difficulties may have been, the most damaging evidence is in no way related to the staff. All the representations regarding their staff seemingly lay the foundation for a major submission to the effect that the Commission is laying undue emphasis upon what should be considered a minor operation, having regard to the volume of trading over-all, and that it is unreasonable to consider that Picard and Fleming would knowingly lend themselves to this type of operation.

In the first place the sale of some 300,000 shares of a speculative issue through illegal methods cannot be considered a minor operation, however extensive the firm's trading may have been. Again the submission has no bearing on the real issue, which is being determined on facts and not surmise. The submission appears to be based on the assumption that we have been reviewing an isolated situation. Such an assumption is not warranted. A very substantial part of their business may in fact stem from this type of operation. By this type of operation I mean promotions in which an advisory service is evidently being used by promotional interests. This is not a new situation to the Commission.

In this instance, there is evidence, if not conclusive, that McKibbon was being subsidized by the underwriter and conclusive evidence that he received special consideration from Picard and Fleming. Having regard to the number of public distributions Picard & Fleming have participated in during recent years, not as principals, but as agents for the underwriters; it appears that this type of distribution may in fact be a major consideration in their business and that ordinary trading in privately owned securities may be a secondary consideration. It is also significant that a fairly large percentage of former registrants in McKibbon's group at one time or another carried accounts with Picard & Fleming. These considerations would seem to account for the brokers' failure to protect themselves against McKibbon's activities when real trouble was placed on their doorsteps, rather than raise a presumption that the facts should be regarded as an isolated series of circumstances which are in no way typical of their normal dealings with the public.

The cancelation which will follow may accordingly have a more far-reaching effect than the removal of a brokerage house which participated in an illegal and otherwise highly objectionable sales campaign. It may materially curtail the operations of certain promotional interests who will resort to any methods if they can find someone to implement them.

The registrations of Picard & Fleming as brokers and broker-dealers will accordingly be canceled, the cancellations to become effective at four o'clock in the Afternoon of September 8th, 1953.

(O. E. Lennox)
Chairman

TORONTO, September 8th, 1953.

# YOU ASKED US

## INVESTMENTS

### Canada Varnish

What is the status of the Canada Varnish preferred stock? What was the outcome of the legal proceedings to enforce redemption of the preferred?

We are informed that the case of Otaco Ltd. vs. Canada Varnish is scheduled for trial at the Barrie, Ont., assizes to be held early in November or December. Examinations for discovery were held at Barrie late in June.

The matter of an injunction restraining the company from purchasing another business can only be granted by another trial judge, however. The company has not made any announcement regarding action to go ahead with the plans to acquire another business.

## INCOME TAX

### Gives Shares To Wife

If I transfer some shares in an industrial company to my wife and they are registered in her name, does she pay the income tax on the dividends or do I still pay the tax? If I still pay, can I claim the tax credit on those dividends?

Yes. The dividends, although paid to your wife, are still considered your income and you are taxable on them. You can, however, claim the 20% credit against your income tax.

**ARNORA SULPHUR MINING CORP.** has advised the Canadian Stock Exchange that the optionee Carlton Investments has taken down and paid for 50,000 shares at 15c a share and has been granted an extension until October 7 on balance of 50,000 shares at same price at which time optionee will be required to take up another 100,000 shares at 20c.


• *Consulting Economists*

**Canadian Business Research,**
Suite 409, 112 Yonge St., Toronto, Canada. Telephone EM 8-3467
Operation Analysis and Control Installations. Planning and Forecasting. Financial Analysis and Financing. Marketing. New and Improved Products. Commercial Reporting.

• *Oil and Geophysical Consulting Engineers*

**TRAFFORD & ASSOCIATES**
*Geological, Petroleum Engineering and Management Consultants*
Wales Hotel Building — 10th Floor, Calgary, Alberta
Phones 61212-61224-63132
E. TRAFFORD — R. POT — F. KLAUI


ONE VIEW OF THE MARKET

# Here Are Stocks Traded By Sovereign Life In 1952

*Canadian life insurance companies have an investment of $81.7 millions in Canadian stocks. As a service to its readers, The Financial Post presents here one of a series reporting on individual companies' holdings of Canadian preferred and common stocks, as well as changes in these holdings last year.*

Sovereign Life Assurance Co., Winnipeg, in 1952 reduced its holdings of preferred stocks from 9.7% to 8.8% of total invested assets, and increased its common stockholdings from 3.5% to 3.7% of the total. Stocks were carried at $2,912,417 on the balance sheet at Dec. 31, 1952.

During the year, in its holdings of Canadian stocks, Sovereign Life:

—Added one preferred and three common stocks to its portfolio.

—Eliminated its holdings of three preferreds and one common.

—Increased its holdings of two stocks, Sidney Roofing & Paper Class A and Shawinigan Water & Power common.

—Reduced its holdings of Canadian Oil Cos. 8% preferred.

The new stocks added to the Sovereign portfolio in 1952 were Industrial Acceptance Corp. 5% convertible preferred, and the following commons: CPR, Canadian Chemical & Cellulose, McColl-Frontenac Oil.

Stocks eliminated were International Petroleum common and three preferreds: Canadian Oil Cos. 5%, Dominion Malting Co. 5% and Industrial Acceptance Corp. 5%.

Here are holdings of Canadian preferred and common stocks at Dec. 31, 1952, together with changes from the previous year-end:

| | Shares Held at Dec. 31 1952 | Change Since Dec. 31 1951 |
|---|---|---|
| **PREFERRED STOCKS:** | | |
| Anglo-Can. Tel. 4½% | 1,500 | ...... |
| B. C. Electric 4% | 300 | ...... |
| Do. 4¾ | 200 | ...... |
| B. C. Pwr. Corp. cl. A $1.60 | 1,000 | ...... |
| Gatineau Pwr. Co. 5% | 300 | ...... |
| Do. 5½% | 200 | ...... |
| Northwest'n Util. Ltd. 4% | 350 | ...... |
| Nova Scotia Lt. & Pwr. 4% | 250 | ...... |
| Do. 4½% | 25 | ...... |
| Do. 6% | 200 | ...... |
| Pwr. Corp., 1st Pf. 6% | 250 | ...... |
| Do. Part. 6% | 1,000 | ...... |
| Shawinigan Water & Pwr. Co. Ser. B 4½% | 275 | ...... |
| Southn. Can. Pwr. Co. 6% | 435 | ...... |
| Winnipeg Elec. 5% | 500 | ...... |
| Alum. Co. of Can. Ltd. 4% | 3,225 | ...... |
| Beaver Lmbr. Co. $1.40 | 500 | ...... |
| Beldg-Corticelli 7% | 2,430 | ...... |
| Biltmore Hats $1.00 | 880 | ...... |
| Brantford Cordge Co. A | 1,000 | ...... |
| Burrard Dry Dock A | 3,000 | ...... |
| Can. Packers Ltd. A | 1,500 | ...... |
| Can. St'mship Lines 5% | 549 | ...... |
| Can. Car & Fndry Co. A | 2,500 | ...... |
| Can. Celanese $1.75 | 3,300 | ...... |
| Do. B $1.00 | 2,000 | ...... |
| Can. Cottons Ltd. 6% | 50 | ...... |
| Can. Fairbank-Morse 6% | 200 | ...... |
| Can. Oil Cos. Ltd. 4% | 500 | ...... |
| Do. 5% | .... | —155 |
| Do. 8% | 200 | —100 |
| Dom. Fndries & Steel 4½% | 200 | ...... |
| Dom. Glass Co. 7% | 1,050 | ...... |
| Dom. Malting Co. 5% | .... | —185 |
| Dom. Tar & Chem. Co. $1 | 2,000 | ...... |
| Fraser Cos. Ltd. 4¾% | 116 | ...... |
| Gen. Steel Wares 5% | 500 | ...... |
| Grt Lakes Pap. Co. A | 595 | ...... |
| Henry Morgan & Co. 4¾% | 85 | ...... |
| Imp. Tobacco Co. Can. 6% | 5,000 | ...... |
| Inter. Bronze Pwdrs. 6% | 800 | ...... |
| Inter. Metal Ind. 4½% | 160 | ...... |
| Lake of Wds. Mill. Co. 7% | 210 | ...... |
| McColl-Front. Oil Co. 4% | 250 | ...... |
| Natl. Drug & Chem. $0.60 | 1,500 | ...... |
| Natl. Grocrs Co. Prior $1.50 | 1,000 | ...... |
| Penmans Limited 6% | 70 | ...... |
| Robertson (P.L.) Mfg. 5% | 375 | ...... |
| St. Lawr. Flour Mills 7% | 245 | ...... |
| Sher.-Wm. Co. of Can. 7% | 395 | ...... |
| Sidney Roof'g Co. Cl. A | 1,495 | +495 |
| Simpsons Limited, 4½% | 700 | ...... |
| Stand. Fuel Co. Ltd. 4½% | 500 | ...... |
| Stuart (D.A.) Oil Co. | 250 | ...... |
| Tuckett Tobacco Co. 7% | 300 | ...... |
| Un. Steel Corp. Cl. A | 500 | ...... |
| West'n Grocers Ltd. $1.40 | 1,490 | ...... |
| Weston (George) Ltd 4½% | 500 | ...... |
| Willson Statnrs & Env. 5% | 310 | ...... |
| Zellers Limited, 5% | 1,000 | ...... |
| Do. 6% | 500 | ...... |
| Indus. Accept. Corp. 4¼% | 200 | ...... |
| Do. 5% | .... | —200 |
| Do. Conv. 5% | 650 | +650 |
| Traders Fin. Corp. 4½% | 200 | ...... |
| **COMMON STOCKS:** | | |
| Can. Pac. Rly. Co. | 1,500 | +1,500 |
| Cons. Gas Co. of Toronto | 2,000 | § |
| Montreal Telegraph Co. | 250 | ...... |
| Shawinigan Water, Power | 500 | +200 |
| Aluminium Limited | 400 | * |
| Br. Amer. Oil Co. Ltd. | 2,000 | ...... |
| Can Chem. & Cellulose | 1,000 | +1,000 |
| Can. Westinghouse Co. | 210 | ...... |
| Dome Mines Ltd. | 1,000 | ...... |
| Dom. Textile Co. Ltd. | 143 | ...... |
| Hollinger Cons. G'ld Mines | 1,200 | ...... |
| Imperial Oil Limited | 550 | ...... |
| Imp. Tobacco Co. of Can. | 1,000 | ...... |
| Intl. Nickel Co. of Can. | 750 | ...... |
| Intrnl. Petroleum Co. | .... | —360 |
| Kerr-Addison Gold Mines | 1,000 | ...... |
| Lake Shore Mines Ltd. | 2,000 | ...... |
| McColl-Frontenac Oil Co. | 700 | +700 |
| McIntyre-Porcupine Mines | 1,300 | ...... |
| Noranda Mines Limited | 800 | ...... |
| Ogilvie Flour Mills Co. | 400 | ...... |
| Penmans Limited | 200 | ...... |
| Shea's Winnipeg Brew B | 1,000 | ...... |
| Candn. Bank of Commerce | 2,000 | ...... |
| Dominion Bank | 2,000 | ...... |
| Imperial Bank | 2,500 | ...... |
| Bank of Montreal | 2,000 | ...... |
| Royal Bank | 3,000 | ...... |

* Adjusted for 2-for-1 stock split in 1952
§ Adjusted for 10-for-1 stock split in 1952

Sovereign Life's invested assets at year-end consisted of 54.7% bonds, 25.8% mortgages, 5.2% policy loans, 12.5% stocks, 0.3% sale agreements, 0.3% real estate, and 1.2% other assets. Here is an analysis of invested assets at the end of each of the last four years:

**Analysis of Invested Assets**

| | 1952 % | 1951 % | 1950 % | 1949 % |
|---|---|---|---|---|
| **Bonds:** | | | | |
| Government | 24.2 | 24.2 | 26.3 | 28.0 |
| Municipal | 10.9 | 12.2 | 13.0 | 12.7 |
| Other | 19.6 | 18.8 | 17.0 | 17.9 |
| Total | 54.7 | 55.1 | 56.3 | 58.6 |
| **Mortgages:** | | | | |
| Farm | 0.3 | 0.4 | 0.5 | 0.8 |
| Urban | 25.5 | 24.4 | 20.1 | 16.1 |
| Total | 25.8 | 24.8 | 20.6 | 16.7 |
| Policy Loans | 5.2 | 4.7 | 4.5 | 4.3 |
| **Stocks** | | | | |
| (a) Preferred | 8.8 | 9.7 | 12.3 | 12.8 |
| (b) Common | 3.7 | 3.5 | 4.2 | 4.6 |
| Total | 12.5 | 13.2 | 16.5 | 17.4 |
| Sale Agreements | 0.3 | 0.4 | 0.4 | 0.6 |
| Real Estate | 0.3 | 0.2 | 0.4 | 0.3 |
| Other | 1.2 | 1.6 | 1.3 | 2.1 |
| Grand Total | 100.0 | 100.0 | 100.0 | 100.0 |


## PROFESSIONAL DIRECTORY

• *Barristers and Solicitors*

**Pitblado, Hoskin, Grundy, Bennest & Drummond-Hay.**
**Pitblado, Hoskin, McEwen, Alsaker, Hunter & Sweatman**
*Barristers, Solicitors, &c.*
WINNIPEG, MANITOBA

**TRUDEAU, BEAULIEU and ETHIER**
*Barristers and Solicitors*
Maurice Trudeau, Q.C.
Roger Beaulieu — J. Alfred Ethier — Francois Morel
204 NOTRE DAME ST. W. — LA. 1126 — MONTREAL

**ROSS DROUIN, Q.C.**
*Barrister & Solicitor*
Quebec Power Bldg.
QUEBEC, P.Q.

**MARKET COMMENT**
The informed opinion of men experienced in market analysis is given regularly in this investment feature. For profit add their viewpoint to yours. You get them in THE FINANCIAL POST
BY MAIL ONLY $6 A YEAR

• *Patent Attorneys*

**MARION & MARION**
*Established 1892*
PATENTS • TRADE-MARKS • DESIGNS
RAYMOND A. ROBIC, C.T., F.P.I.C. — J. A. BASTIEN, F.P.I.C.
1510 DRUMMOND ST. • LA. 2152 • MONTREAL

• *Consulting Actuaries*

**JOHN GORHAM**
*Consulting Actuary*
EMPLOYEE PENSION PLANNING
Suite 108, McKinnon Bldg., Melinda St., Toronto — EMpire 8-2140

• *Architects and Engineers*

**GREEN BLANKSTEIN RUSSELL and ASSOCIATES**
*ARCHITECTS AND CONSULTING ENGINEERS*
222 OSBORNE ST. N. — WINNIPEG, MANITOBA

**Boris Monsaroff, F.C.I.C., P.Eng.**
*Consulting Chemist and Chemical Engineer*
Research, Process Development, Plant Design, Analysis, Cost Accounting, Economic Surveys, Technical Translations.
83 HILLCREST AVE. HAMILTON, ONT.

**INDUSTRIAL RELATIONS**
"Labor Roundup" — another Post exclusive—reports on the practical side of industrial relations week by week. Keep yourself in touch with the trend of union activity. Read The Financial Post.
BY MAIL ONLY $6 A YEAR

• *Corporation Secretarial Services*

**ROBERT BROWN**
CORPORATION SECRETARY — MINING AND OIL COMPANIES
SUITE 402 CONCOURSE BLDG., 100 ADELAIDE ST. WEST
TORONTO, ONT., EM. 4-9942

**A *Quiet* PLACE TO EAT**

This modern restaurant is an example of how to win friends and keep customers. Every detail is a pleasant invitation to relax and enjoy a satisfying meal. People come back again and again because they can look forward to good food, tastefully served in smart, *quiet* surroundings.

The Donnacousti Sound-Absorbing Tile ceiling fits in beautifully with the decorative plans. You can see its adaptability. But it is when you visit a restaurant, store or office fitted with Donnacousti that you can really appreciate this scientifically-designed product.

A Donnacousti ceiling acts like a thirsty sponge. Thousands of tiny fibre wells smother sound before it has a chance to rebound and amplify. Noise is kept at a minimum . . . everyone benefits, owner and customers alike.

*If you are planning for increased customer satisfaction, increased staff efficiency, increased profits . . .*

*There's a place in your plans for*

**DONNACOUSTI**
**SOUND-ABSORBING TILE**

FOR: OFFICES • STORES • PLANTS
THEATRES • BOWLING ALLEYS
*. . . wherever people gather or work.*

*Write for descriptive booklet or consult our nearest office for complete information.*

Alexander **MURRAY** & Company LIMITED
HALIFAX • SAINT JOHN • MONTREAL • TORONTO • WINNIPEG • VANCOUVER
Division of: DOMINION TAR & CHEMICAL COMPANY LIMITED

# THE WEEK'S QUOTATIONS

## Montreal and Toronto Winnipeg, Calgary and Vancouver

**Quotations here listed are the official exchange prices for listed stocks including curb market quotations. For unlisted stocks, quotations by unlisted dealers are given. The Financial Post cannot accept any responsibility for these quotations.**

| Range 1953 High | Low | Div. R'te $ | Y'ld Sept. 11 % | Company | Sales | Last Sept. 4 | Week end. Sept. 11, 1953 H | L | Close |
|---|---|---|---|---|---|---|---|---|---|
| 15¼ | 12¼ | 1.00 | 6.9 | Abitibi | 6,093 | 14⅞ | 14⅞ | 14½ | 14½ |
| 26½ | 25 | 1.50 | 5.7 | Do. $1.50 pref. | 1,270 | 26½ | 26½ | 26 | 26½ |
| 7¼ | 6¼ | .50 | 7.1 | Acadia Atlan. | 1,085 | 7¼ | 7 | 7 | 7 |
| 102 | 96½ | 5.00 | 5.0 | Do. 5% pref. | 60 | 101¼ | 102 | 101 | 101 |
| 18¼ | 16¼ | 1.20 | 7.0 | Do. A pref. | 145 | 18 | 18 | 16¾ | 17¼ |
| 6 | 3 | • | ... | Acme Glove | 76 | 3½ | 3 | 3 | 3 |
| 3.85 | 3.00 | • | ... | Alta. Con. Gas | 900 | 3.35 | 3.30 | 3.25 | 3.25 |

[illegible]

WEEK ENDING SEPT. 11, 1953

[illegible]

## Mining Stocks

Week Ended Sept. 11

| Range 1953 High | Low | $ Div. Rate $ | Yield Sept. 11 % | Company | Sales | Last Sept. 4 | Week Ending Sept. 11 High | Low | Close |
|---|---|---|---|---|---|---|---|---|---|
| .54½ | .28 | .... | .... | Coulee | 7,000 | .40 | .40 | .36 | .37 |
| .40 | .31 | .... | .... | Croinor | 1,500 | .37 | .39 | .36 | .39 |
| .26 | .05½ | .... | .... | Cron. Bab. | 1,000 | .05½ | .07 | .07 | .07 |
| .18 | .08 | .... | .... | Crowshore | 1,500 | .10 | .09 | .08½ | .08½ |
| .22 | .10 | .... | .... | D'Aragon | 8,500 | .13 | .13 | .13 | .13 |
| .52 | .24½ | .... | .... | D'Eldona | 3,000 | .27 | .25 | .24½ | .24½ |
| 1.92 | 1.30 | .04 | 3.0 | Delnite | 1,800 | 1.35 | 1.31 | 1.30 | 1.30 |
| .45 | .12 | .... | .... | Detta Min. | 6,600 | .16 | .14½ | .12 | .12 |

[illegible]

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 2.85 | 1.60 | .65 | .... | United Oils | 13,200 | .73 | .75 | .70 | .65 |
| .04 | .49 | .29 | .... | Vanalta | 1,000 | .22 | .22 | .20 | .20 |
| 3.45 | .32 | .15 | .... | Van Tor | 26,000 | .25 | .25½ | .21½ | .25½ |
| .09 | .95 | .35 | .... | Vulcan | 1,500 | .38½ | .40 | .35 | .35 |
| .19 | .20 | .07 | .... | Warner | 15,300 | .08 | .08 | .07 | .07½ |
| .11 | .99 | .70 | .... | W'Burne | 1,600 | .73 | .75 | .70 | .70 |
| .80 | .35 | .15 | .... | West. Terr. | 1,500 | .20 | .20 | .19 | .20 |
| .13½ | .42½ | .17 | .... | W. Ashley | 3,925 | .18 | .21 | .17 | .19 |
| 1.00 | 1.65 | .65 | .... | W. H'stead | 32,600 | .78 | .78 | .65 | .70 |
| 4.85 | 6.85 | 4.75 | .... | W. L'Holds. | 2,660 | 5.00 | 5.05 | 4.75 | 4.75 |
| 1.00 | 1.15 | .40 | .... | Wilrich | 14,900 | .43 | .44 | .40 | .40 |
| .20 | .22 | .10 | .... | Y'ke Can. | 12,500 | .10 | .11 | .10 | .10 |
| .04 | 1.19 | .59 | .... | Y'ke Prin. | 7,000 | .86 | .86 | .86 | .86 |
| .40 | .60 | .20½ | .... | York Oils | 7,500 | .23 | .25 | .20½ | .23 |

*U. S. Funds. § Paid in 1952. ♠ Div. Deferred. † Paid or payable in 1953. ▼ Initial.

## Oil Stocks

[illegible]

## Volume of Stock Sales

| | Montreal | Toronto | Calgary | Vancouver | New York |
|---|---|---|---|---|---|
| Sept. 14 | 511,400 | 3,402,000 | 118,330 | 105,965 | 3,290,000 |
| Sept. 11 | 327,700 | 2,533,000 | 94,582 | 90,822 | 2,530,000 |
| Sept. 10 | 289,400 | 1,973,000 | 86,140 | ....... | 1,290,000 |
| Sept. 9 | 504,800 | 2,063,000 | 133,233 | 83,845 | 1,120,000 |
| Sept. 8 | 358,100 | 1,907,000 | 86,466 | 78,648 | 990,000 |

## STOCKS NOT TRADED THIS WEEK

| Company | Div. Rate $ | Last sale | Sept. 11 Bid | Ask |
|---|---|---|---|---|
| Admiral Corp. | ♠1.00■ | 25½ | .. | .. |
| Agnew-Surpass | .40 | 9 | 8¾ | 9½ |
| Do. pref. | †♦♦.27½ | 9½ | 9½ | 9½ |
| Amalg. Elec. | †.30+†.30 | 19.70 | 19.70 | .. |
| Ashdown Hdwre. A | .60 | 14½ | 14 | .. |
| Assoc. T. & T. A | 4.00 | 105½ | .. | .. |
| Auto Electric | †.45 | 7¾ | 8 | 9½ |
| Auto Fabric B | †.05• | 2 | .. | 2½ |
| Bates & Innes | 1.00 | 13 | 12 | 15 |
| Beaver Lumber | †2.50 | 50 | 50 | 53 |
| Do. A | 1.00 | 19 | 19 | 20 |
| Do. pref. | 1.40 | 27½ | 27½ | .. |
| Belgium Stores | • | 9 | .. | 7½ |
| Do. pref. | 1.00 | 13½ | .. | 15 |
| Bickle-Seag. | §.10 | 1.00 | .. | .. |
| Biltmore Hats | .40 | 5¾ | 5½ | .. |
| Do. A | 1.00 | 13½ | 13½ | 16 |
| Bird Constr. | 2.00+§.50 | 36 | 35 | 36 |
| Blue Ribbon | .. | 16 | .. | 19¾ |
| Do. pref. | 2.50 | 43½ | .. | .. |
| Bowes Co. (1930) | .. | 11½ | 11 | 15 |
| Brant. Cord. A | 1.00 | 14 | 13¾ | 14½ |
| Do. B | .. | 8½ | 6½ | 9 |
| Brant. Roof. A | 1.00 | 14 | 14 | 17 |
| Do. B | .40 | 10½ | 7½ | .. |
| Brazilian Tr. pf. | 6.00 | 102½ | .. | 102½ |
| Bright, T. G. | .. | 5 | 6½ | 9½ |
| Do. 5% pref. | 1.15 | 20 | 19½ | 20 |

[illegible]

| Company | Div. Rate $ | Last sale | Sept. 11 Bid | Ask |
|---|---|---|---|---|
| North Star Oil | .. | 7 | 6¾ | 7½ |
| North Can. Mtge. | †2.50 | 38 | 37 | .. |
| Nor. Trusts | .80 | 34 | .. | .. |
| Nuclear Ent. | .. | 3 | 3 | .. |
| Office Spec. | .40+†.10 | 13 | 12 | 12½ |
| Ont. Beauty Sup. | .. | 50 | 25 | .. |
| Do. pref. | .. | 5 | 5½ | 7¾ |
| Ontario Loan | 1.00 | 22½ | 22½ | 24 |
| Ont. Steel | .80+†.30 | 20½ | 20 | 21 |
| Do. pref. | 7.00 | 145 | 125 | 142 |
| Orange Crush | • | 3.90 | 3.50 | 4.00 |
| Pac. Coast Terms. | 1.00+†.50 | 16¾ | 17 | .. |
| Paton Mfg. | .80 | 12 | 11½ | .. |
| Do. pref. | 1.40 | 22 | 20¾ | .. |
| Paul S.S. | §.25 | 7 | .. | .. |
| Penman's pref. | 6.00 | 118 | 116 | 118 |
| Pitt Plate Glass | †.70♠ | 48½ | .. | .. |
| Premier Trust | †3.00 | 75 | 70 | 75 |
| Pressed Metals | †.75 | 9¾ | 9¾ | 10¾ |
| Prov. Trans. | .80+†.20 | 14½ | 14½ | 14½ |
| Quebec Tele. | †.60 | 9½ | 9½ | .. |
| Do. A | .75 | 29 | 29 | .. |
| Quinte Milk A | .60+†.10 | 8½ | 7½ | 8 |
| Do. B | †.10 | 2.30 | 3.35 | .. |
| Ranger Brew. | .. | 20½ | 29 | .. |
| R&M Bear. A | 1.10+†.10 | 18½ | .. | .. |
| Reitman's | †.30+.20 | 10 | 9 | 10½ |

[illegible]

### Mining Stocks

[illegible]

| Company | Div. Rate $ | Last sale | Sept. 11 Bid | Ask |
|---|---|---|---|---|
| Taylor B. | ... | .24 | .24 | .. |
| Towagmac | ... | .12¾ | .08¾ | .12 |
| Utica | ... | .01½ | .01 | .01¾ |
| Vananda '48 | ... | .02 | .. | .03 |
| Vinray | ... | .02½ | .02½ | .03 |
| West Ex. | ... | .50 | .46 | .50 |
| Winnipeg R. Tin | ... | .03 | .02½ | .03 |
| —OIL STOCKS— | | | | |
| Amalgamated | ... | .12 | .11 | .. |
| Calalta | ... | .48 | .. | .. |
| Cdn. Ana'da | ... | .19 | .16 | .18 |
| Castle Leduc | ... | .16½ | .. | .11 |
| Commoil | †.50 | 4.50 | 4.20 | 5.00 |
| Jumping Pound | ... | .20 | .16 | .. |
| Marvel | ... | .04 | .03 | .05½ |
| Maygill | ... | .32 | .. | .28 |
| Mic Mac | ... | .20 | .19 | .30 |
| Nordon | ... | .10 | .08 | .12 |
| Parker Drill. | †.25 | 3.00 | 3.00 | 3.00 |
| Poplar | ... | .50 | .45 | .60 |
| Renfrew | ... | .12 | .13 | .14 |
| Sturgeon | ... | .15 | .15 | .. |
| Transfield | ... | .06½ | .07 | .. |
| Turner V. | ... | .40 | .35 | .. |

*U. S. funds. †Paid or payable in 1953. §Paid in 1952. •Dividend deferred.

## Company Meetings

| Date | Company | Place |
|---|---|---|
| Sep. 21 | Massey-Harris Co. Ltd. | Toronto |
| Sep. 21 | Office Spec. Mfg. Co. | Newmarket, Ont. |
| Sep. 23 | Agnew-Surpass Shoe | Brantford |
| Sep. 23 | Bevcourt G. M. | Montreal |
| Sep. 25 | General Motors | Newcastle County, Del |
| Sep. 25 | Nat. Steel Car | Hamilton |
| Sep. 25 | Power Corp. of Can. | Montreal |
| Sep. 28 | Calmont Oils | Calgary |
| Sep. 30 | Cdn. Wirebound Boxes | Toronto |
| Oct. 5 | Anglo-Candn. Pulp & Pap | Quebec |
| Oct. 5 | John A. Lang & Sons | Kitchener |
| Oct. 14 | So. Amer. G. & Pl. | New York |
| Oct. 21 | Candn. Collieries | Vancouver |

## Government Bonds

(Supplied by Investment Dealers' Assoc. of Canada)

September 15, 1953

| % | Due | Bid | Ask |
|---|---|---|---|
| **Victory Loans:** | | | |
| 3 | Mar. 1954 ... | 100¾ | 101¼ |
| 3 | Nov. 1956 ... | 99¼ | 99¾ |
| 3 | May 1957 ... | 97¾ | 98¼ |
| 3 | Jan. 1959 ... | 96¼ | 97 |
| 3 | June 1960 ... | 95½ | 96¼ |
| 3 | Feb. 1962 ... | 94¼ | 94¾ |
| 3 | Oct. 1963 ... | 93 | 93¾ |
| 3 | Sept. 1966 ... | 92¼ | 92¾ |
| **Dom. of Can. Bonds:** | | | |
| 3 | June 1958 ... | 97¼ | 97¾ |
| 3¼ | June 1966 ... | 95¼ | 96¼ |
| 3 | Perpetual .. | †83 | 84½ |
| 2¾ | June 1968 ... | 88¾ | 89¼ |
| 3¼ | Jan. 1975/78. | 97¼ | 97¾ |
| **Can. Nat. W. Ind. S.S.:** | | | |
| 5 | Mar. 1955 ... | •101¼ | 103¼ |
| **Grand Trunk Pacific Rly.:** | | | |
| 3 | Jan. 1962 ... | •96¼ | 98¼ |
| 4 | Jan. 1962 .. | •102¾ | 104¼ |
| **Dom. Guaranteed Bonds** | | | |
| **Can. Nat. Railways:** | | | |
| 3 | Jan. 1959 ... | 95¼ | 97 |
| 4½ | Feb. 1956 .. | •101¼ | 103¼ |
| 2¾ | Mar. 1970 ... | ♦90¼ | 92¾ |
| 5 | Feb. 1954 ... | 100¾ | 100¼ |
| 4¾ | June 1955 .. | •102¼ | 103¼ |
| 2¾ | Jan. 1967 ... | 87¾ | 88¾ |
| 2¾ | Sept. 1969 ... | 87¼ | 88¾ |
| 3 | Jan. 1966 ... | 91¾ | 93 |
| 4½ | July 1957 .. | ♦103½ | 104¾ |

| % | Due | Bid | Ask |
|---|---|---|---|
| **Prov. Govt. Bonds** | | | |
| **Alberta:** | | | |
| 2¾ | Mar. 1970 ... | ♦90 | 92¼ |
| **British Columbia:** | | | |
| 4½ | Jan. 1969 .. | ♦105¾ | 108¼ |
| 3 | Dec. 1960 ... | 93¾ | 95¼ |
| 3 | June 1964 ... | 90 | 92 |
| 5 | Sept. 1959 .. | ♦105¼ | 108 |
| **B. C. Power Comm.:** | | | |
| 3 | Oct. 1967 ... | 87 | 89¼ |
| **Manitoba:** | | | |
| 4 | Dec. 1957 .. | ♦100¾ | 102¼ |
| 5 | Dec. 1959 .. | ♦106¼ | 108¼ |
| 5½ | July 1958 ... | 104 | 106 |
| 3 | Oct. 1965 ... | 87¾ | 90¼ |
| 4½ | Dec. 1956 .. | ♦102 | 104 |
| **New Brunswick:** | | | |
| 4½ | Apr. 1961 .. | ♦101¾ | 103¾ |
| 2¾ | June 1966 ... | 83 | 84½ |
| 3½ | May 1957 ... | 96 | 97¼ |
| 3¼ | Sept. 1965 ... | 90¼ | 91¾ |
| **Nova Scotia:** | | | |
| 4 | Nov. 1960 .. | ♦101¾ | 104¼ |
| 5 | Mar. 1960 .. | ♦104¾ | 107 |
| 3¼ | June 1963/65. | 92 | 93 |
| 3 | June 1956/58. | 94½ | 96 |
| 2¾ | June 1965/68. | 84 | 85 |

| % | Due | Bid | Ask |
|---|---|---|---|
| **Ontario:** | | | |
| 2¾ | Nov. 1965/69. | 83½ | 85¼ |
| 4 | June 1962 .. | •100¼ | 102¾ |
| 4½ | Jan. 1962 .. | ♦104¼ | 106¾ |
| 2¾ | July 1967/76. | 81¾ | 84¼ |
| 3 | Nov. 1963/65. | 89¼ | 91¼ |
| 5 | May 1959 ... | 106 | 108 |
| **Ont. Hydro Commission:** | | | |
| 4 | Aug. 1957 .. | •100½ | 102½ |
| 2¾ | Oct. 1965/68. | 84¼ | 85¾ |
| 3 | Dec. 1963/65. | 89¼ | 90½ |
| 3 | Nov. 1967/69. | 85¾ | 87¼ |
| **Prince Edward Island:** | | | |
| 3 | Oct. 1965 ... | 88¼ | 90¼ |
| **Quebec:** | | | |
| 3¼ | Mar. 1954/59. | 97¼ | 99 |
| 3¾ | Feb. 1952/55. | 100 | 100½ |
| 4½ | Aug. 1958 ... | 100¾ | 101¾ |
| 4½ | Jan. 1963 ... | 101¾ | 103¼ |
| 3 | Sept. 1962/64. | 90½ | 92 |
| **Quebec Hydro Commission:** | | | |
| 3 | Feb. 1969/73. | 85¾ | 87¼ |
| 3 | Dec. 1958/60. | 94¼ | 95¼ |
| **Saskatchewan:** | | | |
| 4 | Nov. 1958/60. | 99 | 100½ |
| 5 | Aug. 1958 ... | 103 | 105 |
| 4½ | Mar. 1960 .. | ♦103¾ | 105¾ |
| 5 | Dec. 1959 .. | ♦106¼ | 108¼ |
| 3 | Mar. 1963 ... | 89¾ | 91¾ |
| 3¼ | Nov. 1960/62. | 91½ | 94 |
| 3¾ | Oct. 1962/65. | 96 | 97¾ |
| **Newfoundland** | | | |
| 4¾ | July 1964 ... | 100¾ | 102¼ |

♦Payable Can. or N.Y. •Payable Can., N.Y. or £.
†Callable on or after Sept. 15, 1966.

## Significant Investors' Index Numbers

| No. of Securities | Mach. and equip. 11 | Pulp and paper 10 | Milling 4 | Oils 5 | Textiles and clothing 10 | Food and allied prod. 14 | Beverages 10 | Bldg. mater. 16 | Power and traction 11 | Banks 8 | Total utilities 15 | Total co's 105 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *1953 to date: | | | | | | | | | | | | |
| High .... | 474.1 | 613.5 | 155.2 | 178.6 | 410.5 | 138.5 | 479.9 | 312.5 | 150.9 | 172.9 | 176.9 | 186.2 |
| Low ..... | 69.7 | 51.6 | 61.2 | 41.2 | 78.4 | 79.5 | 79.3 | 66.7 | 60.2 | 60.0 | 62.5 | 61.1 |
| 1953 Monthly Figures: | | | | | | | | | | | | |
| Jan. ..... | 432.9 | 502.5 | 132.6 | 147.3 | 279.0 | 115.2 | 382.5 | 293.6 | 146.3 | 162.0 | 167.9 | 172.3 |
| Feb. ..... | 419.9 | 494.4 | 133.4 | 143.0 | 269.4 | 117.0 | 387.0 | 291.0 | 146.2 | 164.8 | 166.0 | 169.0 |
| Mar. ..... | 415.5 | 501.9 | 130.6 | 145.3 | 261.5 | 117.8 | 396.8 | 293.3 | 147.0 | 165.9 | 167.7 | 170.0 |
| Apr. ..... | 382.7 | 472.6 | 130.4 | 136.8 | 247.7 | 118.2 | 384.0 | 282.2 | 144.8 | 163.0 | 161.0 | 160.8 |
| May ..... | 381.6 | 471.0 | 128.3 | 134.6 | 235.1 | 118.2 | 395.9 | 275.1 | 143.4 | 166.3 | 160.4 | 159.8 |
| June ..... | 378.9 | 471.9 | 128.8 | 127.4 | 217.6 | 118.3 | 388.1 | 270.7 | 140.9 | 168.4 | 157.5 | 156.8 |
| July ..... | 394.9 | 494.9 | 129.8 | 129.3 | 202.7 | 124.3 | 408.6 | 278.5 | 141.9 | 169.1 | 157.9 | 160.7 |
| 1953 Weekly Figures: | | | | | | | | | | | | |
| Aug. 13 .. | 401.3 | 521.3 | 138.4 | 135.2 | 210.8 | 126.8 | 413.5 | 287.6 | 143.9 | 171.5 | 156.7 | 163.4 |
| Aug. 20 .. | 400.6 | 519.1 | 137.9 | 130.7 | 212.8 | 124.5 | 411.1 | 283.9 | 142.7 | 172.9 | 153.5 | 161.0 |
| Aug. 27 .. | 386.6 | 520.0 | 136.3 | 126.4 | 212.3 | 126.1 | 408.0 | 277.8 | 142.4 | 171.8 | 150.6 | 157.6 |
| Sept. 3 . | 386.8 | 515.7 | 133.9 | 124.6 | 204.9 | 124.9 | 400.8 | 271.4 | 142.9 | 171.4 | 151.2 | 155.9 |

*High and low for year from 1935 to date inclusive are based on weekly figures issued by the Dominion Bureau of Statistics.

**Toronto Stock Exchange Index**

| | 20 Indus. | 20 Golds | 15 B M | 15 W.O. |
|---|---|---|---|---|
| Sept. 14 ..... | 302.10 | 70.69 | 141.95 | 84.52 |
| Sept. 11 ..... | 305.33 | 72.87 | 144.49 | 89.61 |
| Sept. 10 ..... | 307.03 | 74.04 | 146.35 | 92.80 |
| Sept. 9 ..... | 307.99 | 74.83 | 147.72 | 94.00 |
| Sept. 8 ..... | 307.39 | 75.40 | 147.46 | 94.64 |
| Month Ago . | 313.17 | 78.91 | 152.45 | 103.94 |
| Year Ago ... | 320.71 | 88.99 | 190.45 | 129.63 |
| 1953 High ... | 326.81 | 87.01 | 185.69 | 128.51 |
| 1953 Low ... | 296.79 | 70.69 | 141.95 | 84.52 |

**Montreal Stock Exchange Index**

| | 10 Util. | 20 Ind. | 30 Com. | 10 Pprs. | 15 Golds |
|---|---|---|---|---|---|
| Sept. 14 .. | 94.1 | 179.4 | 151.0 | 697.03 | 53.46 |
| Sept. 11 .. | 94.3 | 180.7 | 151.9 | 708.80 | 54.84 |
| Sept. 10 .. | 94.5 | 183.0 | 153.5 | 713.22 | 55.21 |
| Sept. 9 .. | 95.0 | 184.0 | 154.3 | 715.82 | 54.97 |
| Sept. 8 .. | 94.9 | 183.5 | 154.0 | 717.56 | 54.26 |
| Month Ago | 96.2 | 190.2 | 158.8 | 725.01 | 57.66 |
| Year Ago . | 87.6 | 209.1 | 168.6 | 690.93 | 66.51 |
| 1953 High . | 96.6 | 212.5 | 173.0 | 725.61 | 66.32 |
| 1953 Low . | 91.5 | 180.7 | 151.7 | 639.76 | 54.05 |

**Dow Jones Closing Stock Averages**

| | 30 Indus. | 20 Rails | 15 Util. | 65 Stocks |
|---|---|---|---|---|
| Sept. 14 ..... | 255.49 | 90.56 | 48.50 | 98.24 |
| Sept. 11 ..... | 259.71 | 92.97 | 49.07 | 100.05 |
| Sept. 10 ..... | 262.88 | 94.73 | 49.54 | 101.41 |
| Sept. 9 ..... | 265.48 | 96.92 | 49.84 | 102.72 |
| Sept. 8 ..... | 265.42 | 97.14 | 49.82 | 102.77 |
| Month Ago . | 275.04 | 104.17 | 50.77 | 107.24 |
| Year Ago ... | 268.38 | 97.18 | 49.91 | 103.31 |
| 1953 High ... | 293.79 | 111.21 | 53.88 | 113.96 |
| 1953 Low ... | 255.49 | 90.56 | 47.87 | 98.24 |

## Dividends Declared

| | This payment $ | Date payable | Date of record * |
|---|---|---|---|
| Abitibi Pwr. & Pap. | .25 | Oct. 1 | Sep. 1 |
| Do. $1.50 ......... | .37½ | Oct. 1 | Sep. 1 |
| Acadia-Atl. Sug. .. | .12½ | Oct. 1 | Sep. 10 |
| Do. A ............ | .30 | Oct. 1 | Sep. 10 |
| Admiral Corp. ... | †.25 | Sep. 30 | Sep. 15 |
| [illegible] | | | |

## Dividends Declared (cont'd.)

| | | | |
|---|---|---|---|
| Do. 6% pf. ....... | 3% | Sep. 30 | Aug. 31 |
| Ind. Accept. ....... | .50 | Sep. 30 | Sep. 1 |
| Do. 5% pf $100 par | 1.25 | Sep. 30 | Sep. 1 |
| Do. 4¼% pfd .... | 1.06¼ | Sep. 30 | Sep. 1 |
| Do. 5% pf. $30 par | .37½ | Sep. 30 | Sep. 1 |
| Do. 5% pf. $40 par | •.65 | Sep. 30 | Sep. 1 |
| Ing. Mach. & Tool A | .12½ | Oct. 1 | Sep. 15 |
| Intercity Bak. .... | .20 | Sep. 30 | Sep. 15 |
| Intl. Metal A ..... | .40 | Oct. 1 | Sep. 17 |
| Do. 4½% pf. .... | 1.12½ | Oct. 1 | Sep. 17 |
| Int. Bronze ....... | .10 | Oct. 15 | Sep. 15 |
| [illegible] | | | |

# Market Comment

**What stocks and bonds are doing and what prominent observers say**

An impressive closing-hour rally on the New York Stock Exchange on Tuesday gave Canadian traders some hope at midweek that an end might be put to the sharp sell-off that began on Friday of last week. Bulls pointed out that New York had furnished the initiative for the drop in Canadian markets, and that it could be expected to lead an upturn. Countering this, bears warned of delayed downward pressure which may come as a result of forced liquidations on margin calls.

Among the heavy losers in this week's market break were the senior gold issues. The Toronto Stock Exchange's index of gold stock prices fell to 70.26, a new 1953 low, and only fractionally above the postwar low which was set in July, 1950 and tested in December of the same year. From the viewpoint of past performance, therefore, a recovery seems indicated.

Base metals, as represented by the T.S.E. index, were at a three-year low, although speculative interest in the Bathurst, N.B., stocks helped them to withstand the general decline. The western oil group took a sharp five-point tumble on Monday.

The New York sell-off last week and early this week was puzzling, in that there did not appear to be any new factors present in the market to account for it in most cases. The weakening of the auto stocks was probably a consequence of Studebaker's unexpected announcement of a one-third reduction in its output of passenger cars.

* * *

**R. A. DALY Jr.; R. A. Daly Co. (Toronto)**

Public sentiment has become increasingly bearish on the outlook for the stock market. This is due to losses caused by unwise speculation, fears of a recession, and the general downward trend of stock prices.

We have been in a very selective market for the past two years. A few groups of stocks have risen while the majority have sold off. We have been undergoing a rolling readjustment in business, which has affected a number of stock groups and which probably has not yet been completed.

It is normally sound practice to buy common stocks when public sentiment is bearish. Stocks are only cheap when there are some uncertainties. We are not inclined to delay purchases of common stocks but feel that they should be selected with care. There are two types of stocks which can be purchased now. Those which enjoy a favorable outlook and are selling at an attractive price earnings ratio; those companies with an uncertain outlook but whose shares are selling roughly 50% below their post-war high and appear well deflated.

With business becoming increasingly competitive it is important to select companies which have capable management.

* * *

**A. S. W. WHITE; Hugh Mackay & Co. (Montreal)**

As this is written the stock market has been in a downward trend for about six months and is selling right at the year's low. The question is how much further it is going to drop. So far there has been little sign of rallying power and prices may well be headed for lower levels. There comes a time though, when, on earnings and dividends, stocks begin to look cheap and that time may not be far away.

An imposing list may be made of sound common stocks that yield 6% and more. On this basis the appeal to the investor is strong and bargain hunters should be well advised to start shopping around soon.

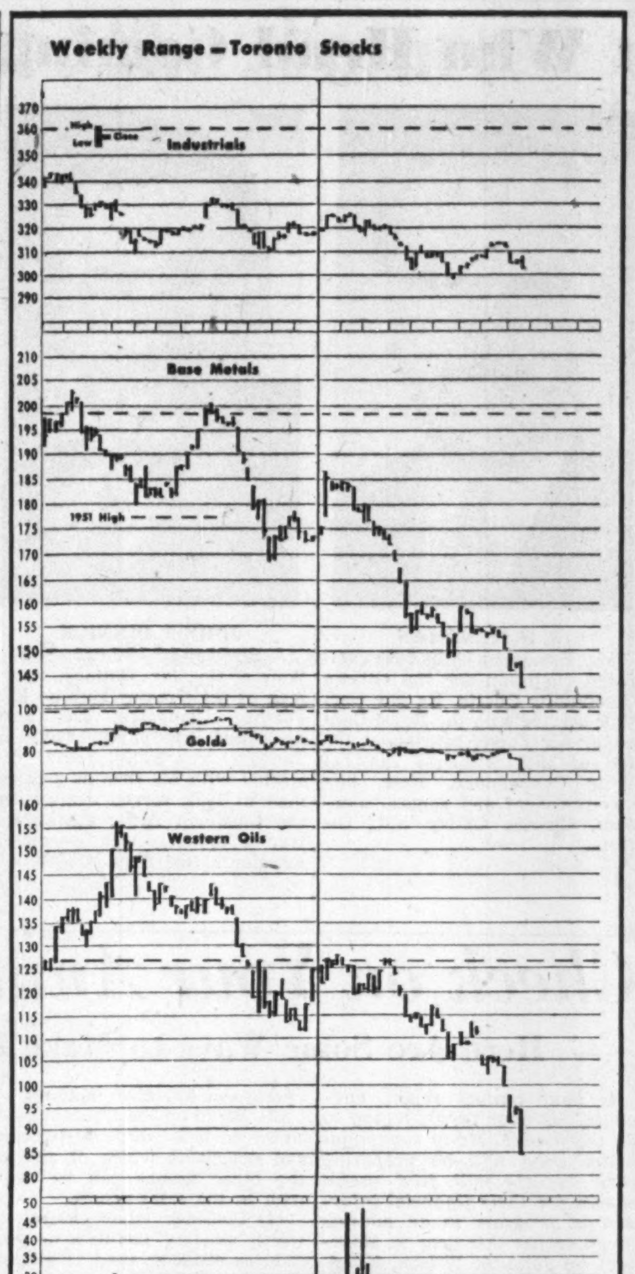
* * *

**BARRON'S; The Trader (New York)**

Stocks are cheap unless there is impending a deep depression, which amelioration of the federal tax burden and the fostering of state and municipal expenditures for badly needed schools, roads and various public works could check. The Industrial Average is currently yielding 6[illegible]%, or only ¾% less than at the June 13, 1949, postwar bottom, and it is selling for 9.7 times the $26.79 earnings for the 12 months ended last June 30, as against a 6.8 earnings multiplier in June, 1949.

The battered Rail Average is yielding 6¾% as against 9⅛% at the postwar low, and the earnings multiplier is under 4.5 times as against 3 times some four years ago. At no time since 1946 have investors been willing to pay more than 12 times earnings on the Industrial Average and yet at no time in the past 25 years has a major decline begun when the price-to-earnings relationship was lower than 12 times.

* * *




## Corporation Bonds

(Supplied by Investment Dealers' Association of Canada)
September 15, 1953

| Public Utility Issues: | Int. Rate % | Due | Bid | Ask. | Prev. Week Bid |
|---|---|---|---|---|---|
| Alg. Cen. H.B.R. | 5 | '59 | 135 | 139 | 135 |
| Bell Tele. ...... | 3 | '77 | 81½ | 84½ | 81½ |
| Do. .......... | 4½ | '67 | 100½ | 103½ | 100½ |
| Braz. Traction . | 4¾ | '70 | 85 | 88 | 85 |
| B. C. Electric .. | 3½ | '67 | 86 | 89 | 86 |
| Do. ......... | 3½ | '75 | 85 | 88 | 85 |
| Do. ......... | 3¾ | '69 | 90 | 93 | 90 |
| Do. ......... | 4¾ | '77 | 99 | 102 | 99 |
| B. C. Tele. ..... | 4 | '62 | 97 | 100 | 97 |
| East Kootenay . | 3¾ | '67 | 83½ | 86½ | 83½ |
| Gat. Power D .. | 3½ | '70 | 88½ | 91½ | 88½ |
| Gt. Lakes Pwr. | 4½ | '69 | 93 | 96 | 93 |
| Maclaren-Quebec Power ....... | 3 | '69 | 85 | 88 | 85 |
| Mex. Lt. & Pr. | 5 | '75 | 68½ | 71½ | 68½ |
| Mtl. Trams. B . | 5 | '55 | 99½ | 102½ | 99½ |
| Nat. Lt. & Pwr | 4½ | '61 | 94 | 97 | 94 |
| North. Que. Pr. | 4½ | '67 | 93 | 96 | 93 |
| Power Corp. ... | 3½ | '67 | 88½ | 91½ | 88½ |
| Quebec Power . | 3 | '62 | 90 | 93 | 90 |
| St. Maurice Pr. . | 3½ | '70 | 86½ | 89½ | 86½ |
| Shaw. W. & Pr. | 3 | '71 | 85 | 88 | 85 |
| Do .......... | 3½ | '73 | 88½ | 91½ | 88½ |
| Un. Fuel Invest. | 4 | '59 | 97 | 100 | 97 |
| Wpg. Electric . | 3¾ | '71 | 92 | 95 | 92 |
| **Industrial Issues:** | | | | | |
| Abitibi Pr. P. . | 3½ | '67 | 94 | 97 | 94 |
| Acadia-Atlantic Sugar ........ | 3¾ | '65 | 88 | 91 | 88 |
| Alaska P. & C. | 4½ | '66 | 93 | 96 | 93 |
| Aluminum Co. . | 3½ | '74 | 92½ | 95½ | 92½ |
| Barvue Mines .. | 5s | '56 | 96 | 99 | 96 |
| Bowater's Nfld. P. & P. ...... | 3½ | '68 | 87 | 90 | 87 |
| B. C. For. Pr. . | 4½ | '66 | 94 | 97 | 94 |
| Burns & Co. ... | 4 | '63 | 95 | 98 | 95 |
| Can. Steamship | 4 | '66 | 96 | 99 | 96 |
| Can. Bread .... | 4½ | '67 | 90 | 93 | 90 |
| Can. Brew. .... | 4 | '69 | 92 | 95 | 92 |
| Can. Canners .. | 3¾ | '70 | 88½ | 91½ | 88½ |
| Can. Celanese .. | 3 | '62 | 91 | 94 | 91 |
| Can. Chemical . | 5½ | '71 | 98 | 101 | 98 |
| Can. Oil ....... | 3½ | '62 | 91½ | 94½ | 91½ |
| *Do. ........ | 5 | '72 | 104 | 107 | 104 |
| Can. West. Lum. | 4 | '62 | 97 | 100 | 97 |
| Cockshutt Plow | 4½ | '65 | 93 | 96 | 93 |
| Columbia Cell. . | 5 | '68 | 96½ | 99½ | 96½ |
| Consol. Paper .. | 3½ | '67 | 98½ | 101½ | 98½ |
| Dom. Stores ... | 5 | '72 | 99 | 102 | 99 |
| Dom. Tar & Ch. | 5 | '67 | 98 | 101 | 98 |
| Dom. Woollens . | 5 | '64 | 60 | 63 | 60 |
| Dryden Paper . | 5½ | '66 | 98 | 101 | 98 |
| E. B. Eddy ... | 4¾ | '69 | 98½ | 101½ | 98½ |
| Elk Falls Co. .. | 5 | '75 | 94 | 97 | 94 |
| [illegible] | | | | | |

## Record of Financing

**Sales by Municipalities, Provincial and Dominion Governments, Offerings of Corporation and Foreign Securities**

**DOMINION**

**Government of Canada Treasury Bills.**—Due Dec. 4, 1953, and June 4, 1954, $40,000,000. Issued Sept. 3, 1953. Sold at $99.53285 to yield 1.883% and $98.03720 to yield 2.677%.

**School Commission of Village of St. Martin, Que.**—4% 4½% debentures, due July 1, 1954-58-73, $270,000. Issued Aug. 24, 1953. Sold at $98.73 to L. G. Beaubien & Co. Ltd.

**Town of LaTuque, Que.**—4%, 4½% debentures, due Sept. 1, 1954-68-73, $375,000. Issued Aug. 25, 1953. Sold at $95.75 to Banque Provinciale du Canada, Belanger Inc., Oscar Dube & Co. Inc., and Morgan, Kempf & Robertson, Ltd.

**Parish of St. Romuald D'etchemin, Que.**—4%, 4½% debentures. Due Sept. 1, 1954-63-73, $50,000. Issued Aug. 25, 1953. Sold at $98.15 to L. G. Beaubien & Co. Ltd.

**City of Chatham, Ontario**—4% debentures. Due Sept. 15, 1954-63, $325,009. Issued Aug. 31, 1953. Sold at $96.08 to Wood, Gundy & Co. Ltd. and Bank of Toronto.

**St. Mary's Separate School Board, Owen Sound, Ontario.**—5% debentures. Due June 15, 1954-73, $40,000. Issued Aug. 31, 1953. Sold at $98.78 to J. L. Graham & Co. Ltd.

**Town of Trenton, Ontario**—4½%, 1-15 year debentures, $50,000. Issued Aug. 30, 1953. Sold at $100.02 to Dominion Securities Corporation.

**Town of Milton, Ontario**—5¼% debentures. Due Oct. 1, 1954-73, $246,000. Issued Aug. 24, 1953. Bought privately by R. A. Daly & Co. Ltd.

**Township of Westminster, Ontario**—5% debentures. Due Aug. 1, 1954-63, $120,000. Issued Sept. 2, 1953. Sold at $100.65 to Dominion Securities Corporation.

**Cobourg Roman Catholic School, Ontario**—5¼% debentures. Due Oct. 1, 1954-73, $130,000. Issued Sept. 2, 1953. Sold at $99.72 to J. L. Graham & Co. Ltd.

## Municipal Bonds

September 15, 1953

| | Coup. % | Matur. | Bid $ | Ask. $ | Yld. % |
|---|---|---|---|---|---|
| Calgary ... | 3½ | '69 | 84¾ | 86¾ | 4.67 |
| Edmonton . | 3½ | '69 | 83 | 86 | 4.74 |
| Halifax .... | 3½ | '66 | 87⅛ | 89¾ | 4.60 |
| Hamilton .. | 3 | '67 | 83½ | 85½ | 4.41 |
| Montreal .. | 3 | '70 | 81 | 84¼ | 4.30 |
| Moose Jaw | 3½ | '60 | 91 | 94 | 4.62 |
| Ottawa .... | 3¼ | '68 | 87¼ | 89¼ | 4.25 |
| Regina .... | 3 | '64 | 82 | 84¼ | 4.81 |
| St. John ... | 3½ | '63 | 87½ | 89½ | 4.65 |
| Toronto ... | 3 | '68 | 83 | 85 | 4.35 |
| Vancouver . | 3¾ | '69 | 88¼ | 90¼ | 4.63 |
| Victoria ... | 3¾ | '68 | 86⅜ | 88⅜ | 4.79 |
| Windsor ... | 2¾ | '75 | 64¼ | 67¼ | 5.25 |
| Windsor ... | 2½ | '75 | 60¾ | 63¾ | 5.27 |
| Windsor ... | 3½ | '75 | 74 | 77 | 5.25 |
| Winnipeg . | 3 | '69 | 82½ | 84½ | 4.34 |

## Unlisted Stocks

Toronto and Kippen & Co., Montreal) (Compiled from quotations by Intercity Securities Ltd., September 14, 1953.

[illegible]

## New Highs and Lows

During the week ended Sept. 11 11 new highs were recorded among the general stocks on Canadian stock exchanges and 17 new lows. In the mining group there were one new high and 69 new lows. In the western oil group there were two new highs and 62 new lows.

**GENERAL**

**New Highs—1953**

Banque Can. Nationale, Can. Bank Com., Comb. Ent. Ltd., Do. Pref., Estabrooks Pfd., Federal Grain, Gt. Lakes Paper, John Inglis, Lawson Jones "B", United Amuse "B", Viceroy Mfg.

**New Lows—1953**

Acme Glove, Cdn. Chemical, Cdn. Cottons, Cdn. Oil-Warr., Cockshutt Farm Equipment, Cons. Min. & Sm., Corrugated Paper, Crows Nest Coal, Dom. Magnesium, Dom. Tar & Chem., Gt. West. Coal 'A', Int. Pete., P. L. Robertson 6%, Trans. Mt. Oil, White Pass Y., J. C. Wilson, Winn. Gas

**MINING**

**New Highs—1953**

Celta

**New Lows—1953**

Area, Atlas Sulp, Avillabona, Barvue, Beattie-Duquesne, Beaver L'ge, Bellekeno, Beta Gamma, Bevcourt, Bordulac, Boymar, Brunston, Buffalo Red Lake, Can. Wil'ston, Cassiar Asb, Cen. Pat., Cons. Astoria, Cons. San'rm, D'Eldona Gold, Detta Min., East Malartic, East Rim, Estella, Eureka, Fenimore, Do. Warr., Frobisher 4% deb., Do. Warr., Gaitwin, Graham Bousquet, Hard Rock, Harr. Hibb, Jardun, Kayrand, Kenmayo, Labrador, Lafayette Asb, Louvicourt, Lynx Yk., Mackeno, Maybrun M., Meta Uran., Negus Mines, Nesbitt L., N. Dick'n Rts., N M'L'Que., Norlartic, Obalski, O'Brien, Orchan, Osisko, Pamour Porc., Paymaster, Pend Oreille, Perron Gold, Pitch-Ore Uran., Prem. Border, Que. Metallurgical, Reeves McD., Rix-Athabasca, Roysilver, Silanco, Silvan, Tazin, United Keno, Vicour, West. Tung., Y'knife Bear, Yukeno

**OILS**

**New Highs—1953**

Cons. West Pete., Jasper

**New Lows—1953**

Amer. Leduc, Apex, Bailey Selburn, Banff, Br. Empire, Can. Oil Lands, Do. warr., Can. So. Oil, Do. warr., Cdn. Admiral, Can. Atlantic, Can. Dec. warr., Can. Pipe Line, Central Explor., Central Leduc, Century, Cons. Peak, Davison, Del Rio, Devon Leduc, Dome, Emjay, Federated Pet., Fortune, Gas Exploration, Hargal, High C'rt., High. Sarcee, Home, Husky, Leduc Calmar, Mill City, Montoco, New British, New Concord, New Cont., Oil Selection, Okalta, Pathfinder, Peruvian, Phillips Oil, Prairie, Quebec Oil Dev., Quinalta, Realty, Reef Pet., Rundle, Scurry Oils, Security, Stanwell, Sunset, Trans Empire, Trans Era, Trend, Tri-Tor, United Oils, Vanalta, Vulcan, Warner, West. Homestead, West L'holds, York

## Unlisted Mines, Oils

(By the Broker-Dealers' Ass'n of Ontario)

Approximate quotations, 3.30 p.m., Sept 14, subject to confirmation and change. An asterisk (*) indicates an increase in price; a dagger (†) a decrease in price.

| | Bid | Ask | | Bid | Ask |
|---|---|---|---|---|---|
| Abenakis | 2 | 3 | Mallen RL | 2 | 3 |
| Advance | *12 | 14 | Maree | — | 26 |
| Alexander | 4½ | 6 | Maritime | †65 | 70 |
| Ama Kirk | 5 | 6 | Mar Bird | 2 | 3 |
| Amax | 35 | 45 | Mary Ann | 1 | 2½ |
| An'maque | 2 | 3 | Mate Yello | 5 | 6 |
| Anuwon | †15 | 18 | McManus | 4 | 6 |
| Arctic | 2 | 4 | McCuaig | 2 | 4 |
| Astral | — | 65 | Miles RL | 2½ | 3½ |
| Bathurst | 55 | 60 | Mindus | 22 | 30 |
| Beacon | 7 | 10 | Mistassini | 1 | 2 |
| Beauriv | 1 | 3 | Mt Keno | — | 10 |
| Bi Ore | †3 | 5 | Mohawk | *2½ | 3½ |
| Biroco | 5 | 7 | Murmac | 4½ | 6 |
| Blondor | 1 | 2 | Nat New | 6 | 9 |
| Bl. McDade | †6 | 8 | New Aug | 4 | 5 |
| Bourlamaq | 2 | 4 | New Mal | 2½ | 3½ |
| Braminco | 14 | 18 | N Redwood | 7 | 9 |
| Br Breest | †11 | 13 | N Walcoro | 2 | 3 |
| Bright RL | 1 | 2 | Nickel Lk | †12 | 16 |
| [illegible] | | | | | |

We offer a complete statistical and analytical service to individuals and institutions.

Watt & Watt

6-8 Jordan Street, Toronto. Em 3-7151

Branch Offices: Fort William, Port Arthur and London, Ontario

Members: Toronto Stock Exchange, Montreal Stock Exchange, Winnipeg Grain Exchange, Investment Dealers Assn. of Canada

Private Wires to: Montreal, New York, Fort William, Port Arthur, Winnipeg, London, Ontario and Buffalo

C. C. FIELDS & CO.

MEMBERS THE TORONTO STOCK EXCHANGE

200 BAY STREET TORONTO, CANADA

J. E. GRASETT & CO.

*Members The Toronto Stock Exchange*

244 BAY STREET, TORONTO EM. 8-4781

*BRANCH*

3030 DUNDAS ST. W. (opposite High Park Ave.) JU. 1167

## Stock Redemptions

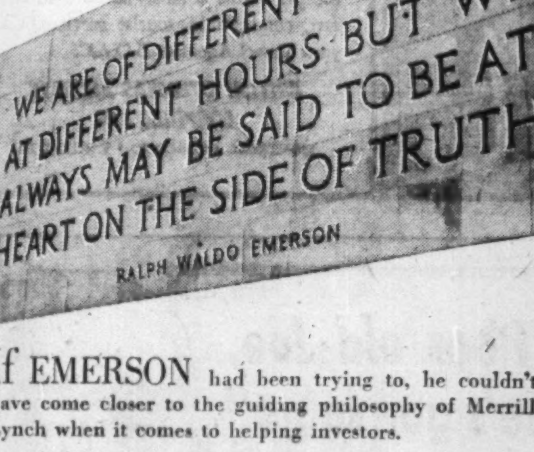
| Company: | Rate | Date | Price |
|---|---|---|---|
| *Cdn. Wirebound Boxes 5% cl B shs. | 5% | Oct. 1 | •$10.00 |
| ♦Nat. Lt. & Pwr. 4½% 1st mtge. S.F. bds. ser. "C".. | 4½% | Sep. 24 | Tender |

*All outstanding.
•Plus accrued dividend.
♦$63,900.

## Bond Redemptions

| Bond Issues: | Rate | Year | Cal. | Price |
|---|---|---|---|---|
| First Narrows Bridge Co. Ltd. 5% 1st mtge. 30-yr. s.f. bds. . | 5% | '87 | Oct. 2 | $102.75• |

•Plus accrued interest.




If EMERSON had been trying to, he couldn't have come closer to the guiding philosophy of Merrill Lynch when it comes to helping investors.

Because from time to time our opinions about particular industries and stocks do vary . . .

Because we might think that a portfolio which looked well-balanced to us just a year or so ago, ought to be changed today . . .

Because any changes we do suggest will always be based on the truth as we see it.

So any time you ask us about investing, that's the kind of answer you'll get.

Whether you ask us to plan a program for some specific amount—

Or whether you want to know our opinion of any particular stock—or all those you own.

There's no charge for that answer, either. No obligation. Just address your letter to my attention.

T. Gordon Crotty, *Manager* — Dept. ZG-47

MERRILL LYNCH, PIERCE, FENNER & BEANE

*Members Toronto & New York Stock Exchanges*
*Members The Investment Dealers' Association of Canada*

35 King Street West, Toronto
Telephone: Empire 6-1501
(Office open Saturdays from 9 A.M. to 1 P.M.)

*How's Business?*

This is a question which is being asked frequently these days. The answers may have an important bearing on the future of your investments.

Our September Monthly Bulletin discusses this timely subject, and comments on the outlook for selected industries.

*We will be pleased to send you a complimentary copy upon request.*

Ross, Knowles & Co.

330 BAY STREET EM. 8-1701 TORONTO

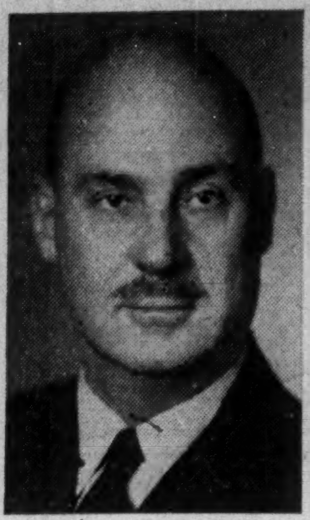
Hamilton Brantford Windsor Sarnia Sudbury Brampton

Direct wires to Montreal and New York

*Members: The Toronto Stock Exchange*

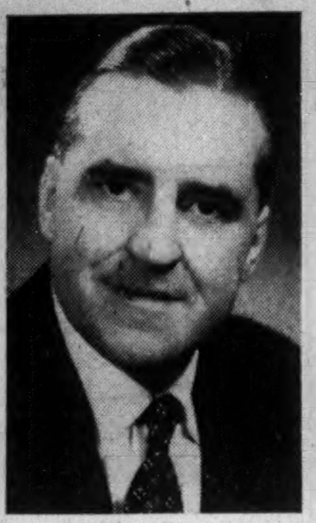
*The Investment Dealers' Association of Canada*

# These Are Men Who Head Coming Canadian Community Chest Drives



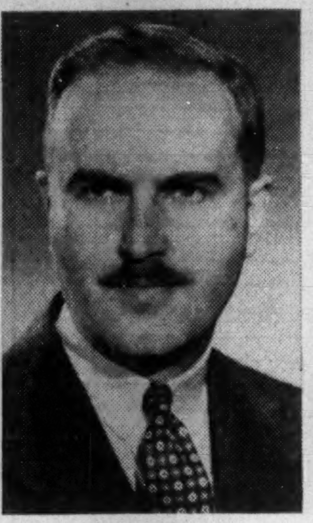
**EDWARD C. WOOD**

Montreal's 1953 Red Feather Campaign chairman takes a deep interest in community affairs. He's been an active executive member of the Canadian Chamber of Commerce for many years and worked extensively with McGill University Associates. Mr. Wood has spent his entire life in the tobacco industry, starting as a salesman and appointed President, Imperial Tobacco Co. of Canada in 1950.



**WILLIAM REA, JR.**

Heads the Red Feather Campaign in Greater New Westminster this year. Mr. Rea, Jr., was born in Edmonton in 1908 and attended Northwestern University where he majored in advertising. Starting out in advertising in Chicago, he later returned to Edmonton and got into radio. In 1944, he built his own radio station and is now president of the B.C. Association of Broadcasters.

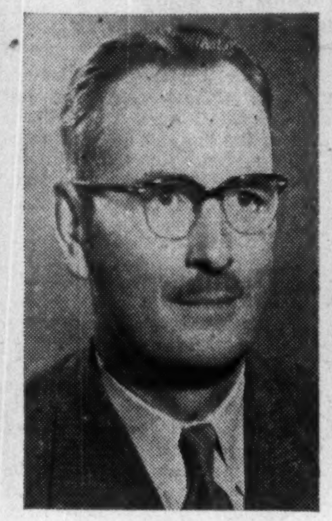


**R. H. HYNDMAN**

Mr. Hyndman is 1953-54 campaign chairman for the Ottawa Community Chests. He saw wartime service with the Royal Canadian Air Force, retiring in the fall of 1945 with the rank of Wing Commander. Now, he's vice-president and general manager, Charles Ogilvy Ltd., Ottawa.

**JOHN S. DINNICK**

A director of McLeod, Young, Weir & Co., Mr. Dinnick, chairman of the Greater Toronto Red Feather Campaign, has been associated with public service in Toronto for many years. He started with his firm as a salesman in 1933, served overseas in the Canadian Army during the war (Captain), was elected a director of the firm in 1950.



**HAROLD S. MOFFET**

Chairman of Regina's Community Chest Campaign, Mr. Moffett is a partner in the firm of Rooke, Thomas & Co. Born in McTaggart, Sask., he was graduated from Regina College and the University of Saskatchewan and joined Rooke, Thomas in 1941. He's a member of various clubs and associations in the city, is a past president of NOMA and of the Sask. Institute of Chartered Accountants.

**JOHN NASH**

Heads London, Ontario's Red Feather Drive for 1953-54. He's president, John A. Nash & Son (jewellers) and Nash Galleries and a registered gemologist. A graduate of the University of Western Ontario (B.A), Mr. Nash is widely active in community affairs, saw naval service during the war (Lieutenant) and is a notable sports figure: football, hockey, and particularly golf.

**L. D. SMITHERS**

Mr. Smithers, executive vice-president, Dow Chemical of Canada Ltd., heads Sarnia's Red Feather drive. Born in Cameron, Mo., he was graduated from the University of Missouri in 1931, with a B.S. and has been with Dow ever since, became works manager of the Sarnia plant in 1946. He is an active member of Sarnia's Chamber of Commerce and of the Ontario Assn. of Professional Engineers.

**JASPER FORMAN**

Mr. Forman heads the Lindsay, Ont., Red Feather drive this year once more, after five successive and successful years on the job. He's sheriff of the County of Victoria, local registrar of the Supreme Court, clerk of the county court and registrar of the Surrogate Court, and active in a wide range of community endeavor.

# *Check on Your Annual Report*

## Here Are Some Ways to Make It More Useful

*Is your annual report adequate? Is your report trying to do too much? Many companies which soon will be preparing their reports will find useful checks for their financial information program in an address given earlier this year in Montreal by John A. Wilson, F.C.A. Here is a digest:*

**By JOHN A. WILSON**

Some of the objectives behind the recent trend away from the old type annual report include:

(a) To influence favorable opinion among some or all the following by expanding the quantity and the quality of the financial and other information made public:

(1) Shareholders
(2) Prospective shareholders
(3) Bankers
(4) Suppliers
(5) Customers
(6) Prospective customers
(7) Government departments
(8) Employees
(9) Union organizers
(10) General public

(b) To build a background of good reporting having in mind future financing requirements.

(c) To carry out a program of disseminating information for the purpose of increasing public knowledge about the industry.

(d) To advertise the corporation's products or services.

(e) To keep up with the "Joneses."

The last objective does not appeal to me, but no doubt you can recognize some points which could apply to your own particular company.

If you are at present putting out a "near minimum" report in a simple cover, a "modern" type report probably would cost two to three times as much, depending on the layout.

**Approaching the Reader?**

Some reports have been aimed in the general direction of everyone without adequately dealing with the requirements of anybody.

The approach should be:

(1) Consider as to each class of reader

(a) Is there anything he wishes to know about us?

(b) Is there anything we wish him to know?

(c) How much are we willing to tell him?

(d) What alternative methods are available for accomplishing the distribution of the information — through the annual report, and by other methods.

(2) Based on the foregoing, decide who is the dominant reader and determine which, if any, of the other groups can be dealt with in the same report.

(3) Consider the extent to which existing facilities or procedures could be used to distribute information.

Make as fair an appraisal as possible, avoiding undue swaying by prejudice.

For instance, opinion varies as to the desirability of giving out to unions and employees more than minimum information. Some claim labor negotiators misuse financial data supplied to them, refusing to give it fair interpretation. Perhaps the answer is to supply complete information in such form that it cannot be twisted. We should check our thoughts on this frequently because experience is being gained in this field every year and many companies have found a properly planned program designed to promote better company-employee relations to be mutually beneficial.

Here are other points:

(a) If a so-called modern report is produced, should it not be distributed as widely as possible to reap the greatest benefit from its production by making it available to many more groups of non-shareholder readers who would find it interesting and instructive?

(b) Should not the report be directed toward the single largest group of interested people and tailor-made to their requirements?

(c) Should not supplementary information be made available to other groups such as investors upon request; in the case of banks, a special detailed financial analysis — confidential if necessary; for employees, a very simple document with few or no statistics?

**Several Reports**

This would result in many cases in some or all of the following:

(1) A modern but simple financial report for shareholders consisting of:

(a) Audited statements on a two-year comparative basis in as simple a form as would present the facts accurately.

(b) A simplified source and disposition of funds statement.

(c) A dividend and earnings summary on a per share basis.

(d) President and directors' report in very simple language and avoiding statistics almost entirely. No involved charts.

(e) A breakdown of sales dollar in picture form.

(f) Human interest material about company officers, directors, etc.

(2) Brochure on company activities, products, progress, human interest material, for general distribution as deemed desirable.

(3) A supplementary detailed financial report available for financial investors and banks.

(4) Additional supplementary report available for banks and certain creditors assuming they already have reports (1) and (3).

(5) A special simplified report to employees.

(6) A special supplementary report to union leaders where they are entitled to such information.

(7) Advertising material distributed as such where it would do the most good.

Items (4) and (6) need not be in printed form since in most cases relatively few copies would be required.

Production of a more comprehensive report as regards supplementary information need not necessarily be repeated every year. A grand summing up every few years or a report at the end of a period of organization and building might be prepared as a supplement to the regular financial report to let people know that important changes have taken place.

Here are some do's and don't's:

—Do not copy someone else's form of report just to fall in line with trend. It may not be appropriate to your case, in the light of the particular circumstances of the company and the people interested in it.

—Consider what group or groups of persons the reports should be designed to reach.

—Consider how best to satisfy each group — whether by one report or several integrated reports.

—Consider how to use the best advantage of existing facilities for distributing information.

—Consider the level at which the report or reports must be written for readability and comprehension.

—Consider the cost involved and determine a reasonable budget in relation to benefits to be obtained from the report.

—Avoid complicated statements of financial facts. If charts used, should be simple, readily understandable.

—Do not use a report "dressing up" as a means of camouflaging failure to provide adequate financial information.

—Don't overdo the art work job because its value is limited.

—Consider what information would be better disseminated in the form of separate mailing of special letters, advertising material, etc., aimed in the proper direction of the specific groups interested.

—Include human interest items which will help give a better understanding of the company and its operations.

—Do not neglect employee relations. Employees like to see some evidence of their efforts being recognized by management.

—Shareholders, employees and others like to know something about the directors and officers running the company. Consider giving additional detail such as pictures, biographies, etc.

—If yours is a private company, consider whether or not you should provide a report for customers, employees, suppliers and others.

—Consider distribution of the report to other groups of persons in the interests of a broader public relations program.

# Quebec Furniture Makers File Anti-Equalization Brief

MONTREAL (Staff) — Quebec furniture men this week "strongly opposed" freight rate equalization as proposed by Board of Transport Commissioners.

At a regional hearing on the new freight rate plan in Montreal, they said that if equalization is implemented, "it will destroy a market for at least 25% of our total annual production." The brief, presented by the Furniture Manufacturers Association of Quebec, claims that rates resulting from the equalization proposal would place the province's furniture factories at a disadvantage of some 10%, compared to factories in Ontario.

"As the net profits of individual furniture factories in this province are not nearly 10%, it is obvious that this business will tend to disappear entirely," the report stated.

The Association feared that most of the production which now goes to Western Canada might be jeopardized by putting freight rates on a mileage basis. It was pointed out that this market was built up over long years of effort "at a not inconsiderable cost."

"Healthy competition between industries of a common class is good for Canada economically. It benefits the consumer and acts as an economic stabilizer. We want it to continue in our industry," the brief concluded.


B.O.A.C

Ship or Fly B·O·A·C

CARGO! Daily flights to the United Kingdom. Fast forwarding . . . and no transhipment charges to Europe, Asia, Africa. Complete insurance and reforwarding service. See your forwarding agent, or call B.O.A.C.

YOU GO! First Class double-deck Stratocruiser flights de luxe . . . direct, Montreal-London . . . or London via Glasgow. The finest cuisine and "cellar." Sleeper berths at small added cost. Also fast, comfortable, tourist services. Call your Travel Agent or B.O.A.C.

BRITISH OVERSEAS AIRWAYS CORPORATION

MONTREAL • TORONTO • VANCOUVER

What is YOUR firm's answer?

WITH A

DOMINION LIFE GROUP PENSION PLAN

YOU SOLVE THIS PROBLEM IN ADVANCE

Just as a sinking fund is set up to replace expensive obsolete machinery, a Pension Plan allows for the economical replacement of old employees. Men, like machines, work out and wear out. In modern business Joe's situation should be recognized long before it arises and provision made through a Dominion Life Group Pension Plan to give employees a retirement income at a reasonable age.

Group Pension Plans not only provide recognition for faithful service, but make the promotion of younger men easy and logical.

OTHER DOMINION LIFE PLANS EMPLOYERS BUY

Life Insurance • Accidental Death and Dismemberment Insurance • Weekly Indemnity Insurance • Hospital Expense Insurance • Surgical Expense Insurance • Medical Expense Insurance • Diagnostic and X-Ray Insurance • Poliomyelitis Insurance

PENSIONS ARE HERE TO STAY. LET US SHOW YOU THAT DOMINION LIFE PLANS ARE EASY TO ADMINISTER.

Write today, to our Group Welfare Department, Waterloo, Ont., for details and a copy of our folder, "Is a Gold Watch all you have to Offer at Retirement?"

The Dominion Life Assurance Company Since 1889

HEAD OFFICE: WATERLOO, ONTARIO

11-N

TODAY'S TREND IS TOWARD EMPLOYEE BENEFIT PLANS



ENJOY Player's "MILD"

Canada's Mildest Cigarette

the Mildest, Best-Tasting CIGARETTE



CANADIAN BANK NOTE COMPANY LIMITED

STEEL PLATE ENGRAVERS and PRINTERS OF

Bank Notes - Postage and Revenue Stamps - Bonds - Debentures
Stock Certificates - Labels - Cheques and all monetary documents.

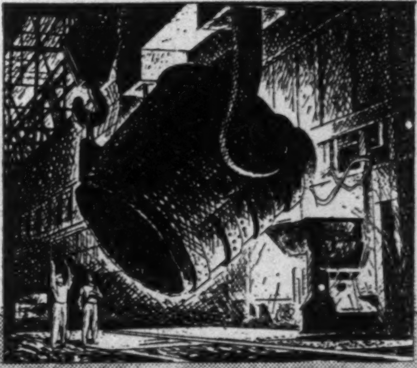
SECURITIES ENGRAVED FOR LISTING ON ALL STOCK EXCHANGES

HEAD OFFICE — OTTAWA
145 Richmond Road

MONTREAL OFFICE
360 St. James Street West

TORONTO OFFICE
25 King Street West





650,000 extra tons of steel per year are available to meet Canadian needs as a result of Stelco's continuing expansion program.

STEEL and the HIGHWAY BUILDERS

Pushing a new highway through a stretch of Canadian countryside.

Partners in the Development of Canada

With the railroads, Canada's highways form the sinews that bind together all parts of our nation in stronger unity . . . the arteries that keep goods and travellers circulating, and keep everything moving forward. The road-builder has been a vital pioneer in the "opening-up" of new Canadian industries and resources—oil in Alberta, aluminum in the Rockies, iron ore in Labrador, the "white gold" of hydro-electric power brought from the wilderness to factory and farm and home. Tomorrow, back along the highways from great projects like these will flow benefits that will make better living, more jobs and new opportunities for millions of Canadians.

For hundreds of years men built roads mainly with pick and shovel. *Then came steel*, for concrete reinforcing and to make possible the tractors, scrapers, cranes, drills, bulldozers and other miracle machines that do in hours the work that once took armies of men months and years of labour. Today, steel makes rivers safe for motorists to cross, mountains easier for workers to tunnel through, overpasses and "clover leafs" a commonplace in building highways that save you driving time—and save the life that might be yours.

The Steel Company of Canada Limited is proud of its partnership with Canada's highway builders in these developments going ahead today. In the last two years we have invested $60,000,000 in new and expanded Stelco facilities aimed at the goal of *more* Canadian steel for *greater* Canadian progress . . . through the years ahead.

THE STEEL COMPANY of CANADA LIMITED

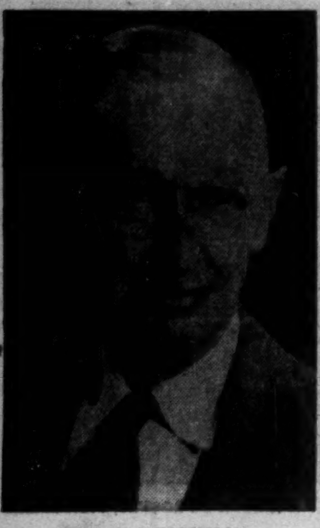
93 out of every 100 Stelco shareholders live in Canada

THE TASK OF MAKING MORE STEEL NEVER STOPS — STELCO

Executive Offices: HAMILTON and MONTREAL

Sales Offices: Halifax, Saint John, Montreal, Ottawa, Toronto, Hamilton, London, Windsor, Winnipeg, Edmonton, Vancouver, J. C. Pratt & Co. Ltd., St. John's, Nfld.

Announcement



MR. M. J. ROBERTSON

whose appointment as Vice-President of Federation Realties Limited has just been announced. Mr. Robertson who is widely known in real estate circles in Montreal retired this year as Assistant Manager of the C.P.R.'s Real Estate Department.

# Wanted: Skilled Labor of The Future

## Apprentice Lack Looms As Serious and Growing Canadian Problem

For industry the shortages of the wartime and postwar period are largely a thing of the past. Materials, power, machinery — they are all in comparatively plentiful supply now.

The one shortage that has hung on to bother many Canadian firms at every turn is the lack of skilled help. The problem is being overcome for the present but it's the future that holds the big worry now.

Solution to that lies in training a large number of apprentices now. No such large number is being trained.

Reason they aren't being trained is a two-fold reluctance—reluctance of teenage boys to train for four or five years for less pay than they could earn in other work on a job in which they get their hands dirty and reluctance of the employer to spend money and time training a boy who may leave him at any time or who he feels he may have to pay even during a no-work period.

How serious is the shortage? The number needed to alleviate present and future demands is estimated at 30,000. The number of active apprentices in Canada right now is something over 10,000. That means the country right now needs some 20,000 young men as apprentices in the various trades. A year ago it was estimated Canada was falling behind in her apprentice-training at the rate of 5,000 per year.

### Answer in Education

What is the answer? In one word, say both employer and employee representatives — education.

Education of high school students in the advantages and attractions of taking up a trade and learning it by apprenticeship to an employer is handled largely through pamphlets and brochures sent out to high schools. These usually go to the principal and are used in vocational guidance talks to graduating classes and to provide information for students who can't—or don't—measure up academically and want to get into a trade or who can't afford to continue at school.

The employer—and the general public—are being told about apprenticeship and its problems in various ways. One method—being carried out in Ontario right now—is a series of radio talks by representatives of labor, management and industry aimed at getting more employers to provide apprentice-training.

Next month—Oct. 5 to 7—all provinces will be represented at a conference in Ottawa to discuss mutual problems and to trade ideas. This is the latest of a series of meetings that have been held recently to consider apprenticeship problems.

Last spring, another group — National Apprenticeship Training Advisory Council—met in Ottawa to plan a program aimed at interesting more employers in providing apprenticeship training facilities.

Earlier in the spring, some 500 delegates from Canada and the U. S. attended a conference of the Canadian Industrial Trainers Ass'n. where the theme was "Training Speeds Canadian Expansion."

### Views in Industry

What are the views of unions and management on these problems? This is one field where the two sides are working closely through government-appointed boards and where opinions are much the same.

William Genovese, a member of the Bricklayers' Union, a vice-president of the Trades and Labor Congress and a veteran member of Ontario's apprenticeship board, expressed some of labor's views to The Financial Post this week.

As he had told critical delegates at the annual Congress convention in Ottawa last month, the answer to apprentice shortages is not higher rates of pay for the training period.

"We're meeting resistance from employers now in getting them to take apprentices; if we raised the rates it would be that much harder to place the boys," the burly union official declared.

What he would like to see — and he was quick to note that Ontario's board chairman Joseph M. Piggott was trying hardest to put the idea across—would be standardization of pay to apprentices during the months they spend in classes. Now, in Ontario, the Provincial Government pays them $14 a week. The difference comes in the amount given by employers on top of the $14. Mr. Genovese said the amount varies so much between individual employers that it causes discontent and bitterness among the boys—so much so that many quit their training during this period.

Employers aren't required by law to pay the boys anything but most do. Some, Mr. Genovese thinks, are too generous.

A government subsidy? No, says Genovese. He admits that some labor men—particularly the younger element—think this is the answer but he doesn't. And he is the man the TLC—containing most of the skilled trade unions—look to for guidance in its apprentice policies. Why should governments be expected to subsidize training in one phase of industry and not help industry pay for the training of all employees?

### Attitude of Youth

The attitude of the boys themselves is another reason cited by labor for the shortage of apprentices. They tend to shun the "trades" because of the low starting pay, the physical work involved compared with other jobs where immediate pay is higher and where a shirt and tie are worn.

Attitude of modern youths toward security is another factor. Many like the stability of salaried jobs compared with the uncertainty of skilled labor where high pay, at the journeyman level, may have to be stretched over weeks of idleness brought on by weather conditions, sickness and shortage of jobs.

What does management say?

Here are statements made recently by industry officials in Ontario:

Wallace H. Clark, vice-president in charge of industrial relations, Ford Motor Co. of Canada: It is doubtful whether Canada can realize the full advantages of her economic expansion unless greater emphasis is placed by industry on training skilled workers. If industry expands with the population growth, 30,000 new jobs will be created in the manufacturing industry alone in the next 25 years. These will be in addition to the number of new jobs available through retirement and exodus, for other reasons, of persons from the present labor force.

Joseph M. Piggott, president, Piggott Construction Co., Hamilton: Employers should accept the responsibility for the supply of trained workers. Many employers now are apathetic; in the carpentry and bricklaying trades in the Toronto area during the past 25 years, 10 contractors trained 28.2 apprentices each, 10 trained 10.5 each, 59 trained 2.6 each and 38 contractors trained none at all during that time.

"Out of a total of 709 plants surveyed in three industry groups, only 88 plants had organized training programs. In the iron and steel group, 57 out of 473 surveyed had training programs. In electrical apparatus, nine plants out of 107 had training programs. In transportation products, 22 plants out of 129 surveyed had training programs. This reveals that a relatively small percentage of the number of firms in these industries are bearing the cost of all training being undertaken in the industry."

No matter what facilities are provided in the way of schools and government assistance, little is accomplished unless employment is available.

### Block to Growth

L. J. Sparrow, supervisor of apprentice training, Canadian General Electric Ltd.: A lack of trained manpower in Canada could lower our standard of living and even endanger our national security. Shortage of skilled workers is now hampering our industrial development. Canada cannot depend on immigration to supply skilled labor as she did before the Second World War. Apprenticeship to a trade is still the best way of producing a fully competent tradesman. Because of the time needed to train journeymen, we cannot afford to delay training plans. There should be a system of related classroom training on a national basis throughout each province with certificates with national recognition granted. There are thousands of smaller companies in Canada which could individually or collectively provide training facilities.

Uniformity of standards would mean tradesmen could move anywhere in the country and so would have a better chance at promotions. Increased number of tradesmen would also provide a larger pool of men from which industry could choose foremen and supervisory personnel.

### Apprentice Pay

What are apprentices paid? A youth who decides to become a bricklayer in an Ontario centre starts out at a minimum of 70½c an hour for the first year—30% of the current $2.35 an hour which journeymen bricklayers are paid. In his second year, he gets 40% or 90c an hour; in his third year, 50% or $1.17½ in his fourth year, it is 70% or $1.64½ an hour.

These are minimum rates. There is nothing to stop an employer from paying higher rates to a boy who makes himself worth more. And this happens frequently.

In other trades outside the building industry, the general picture and the problems faced are somewhat different.

Biggest problem in the automotive repair business, for instance, is the lack of practical knowledge a boy has when he has completed his apprentice training. Many operators feel they cannot afford to pay journeyman rates to a newly-qualified man when he takes longer to do a certain job or hasn't the knowledge to do that job without assistance.

To get around this problem—and a second, the difficulty of keeping journeymen posted on new developments, accessories and refinements in new cars — steps are being taken to promote co-operation of Federal and Provincial Governments, automobile manufacturers, manufacturers of tools and equipment, local dealers and apprenticeship schools in the whole subject of apprentice training.

It is a step aimed at greater standardization and improvement of the various plans for training as they exist in the provinces. Differences are seen in comparison of the plans in Quebec and Alberta. In Quebec, three full-time day-class schools are operated; an apprentice attends one of these for four years and is equipped, when he finishes, to take over a position as a service manager.

In Alberta, there are 10 weeks of classes to be attended in the first year, eight in the second, six in the third and four in the fourth.

Over-all, the trend in all trades appears to be toward standardization of regulations across the country. The progress is slow for two reasons: first, all plans have to be studied and the best of each taken as part of a model for all to follow. When this has been set up, there will still be the problem of getting all to agree to it and give up their present arrangements.

### How Training Is Falling Off

Here is the story on apprentice shortages in the building trades in Ontario where some 37% of all Canadian apprentices are employed.

| | Ratio of Apprentices to Journeymen Allowed | Apprenticeship Term | No. of Journeymen | No. Apprentices Allowed by Ratio | No. of Apprentices* |
|---|---|---|---|---|---|
| Bricklayers and masons ... | 1 to 8 | 4 years | 3,410 | 426 | 178 |
| Carpenters ..... | 1 to 8 | 4 years | 19,800 | 2,475 | 333 |
| Plasterers and lathers ... | 1 to 8 | 4 years | 1,940 | 242 | 103 |
| Painters ........ | 1 to 5 | 4 years | 9,920 | 1,984 | 39 |
| Plumbers and steamfitters ... | 1 to 5 | 5 years | 7,570 | 1,514 | 765 |
| Electricians ..... | 1 to 3 | 4 years | 7,740 | 2,580 | 637 |
| Sheet metal workers ...... | 1 to 4 | 4 years | ..... | .... | 208 |
| TOTAL ........................ | | | 50,380 | 9,221 | 2,263 |

*As of March, 1952.

The Wawanesa

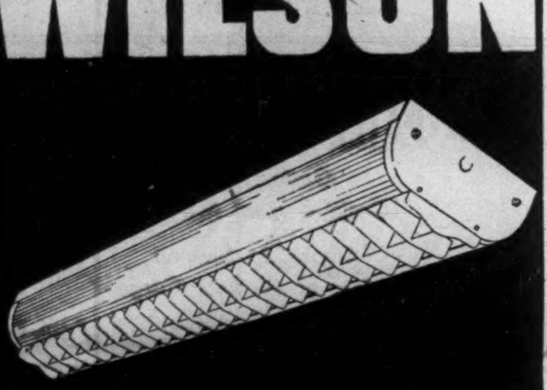
Mutual Insurance Company

**Admitted Assets** $14,004,734.77
**Surplus** ......... 4,557,440.61
**Dom. Govt. Deposit** ....... 3,969,667.99

*Write for Financial Statement*

Head Office WAWANESA Man. Eastern Office TORONTO Ont.
Branches at Vancouver, Saskatoon Winnipeg and Montreal

WILSON



THE NAME IN CANADIAN LIGHTING

FEATURING

CATALOGUES ON REQUEST

J. A. WILSON LIGHTING & DISPLAY LTD.

280 LAKESHORE ROAD, TORONTO 14, ONT. PHONE CLifford 1-3311

*Sousa wouldn't sound the same on a bazooka*

TONE! The *notes* may be the same, but the instrument makes all the difference to their impressiveness. In the same way, fine paper lends *tone*, impressiveness, to the words you send through the mail. So add to the force—and results—of your correspondence by sending it on

SUPERFINE LINEN RECORD

*Canada's finest all-new-rag bond.*

The consequent prestige makes the small additional cost look insignificant. Consult your printer, lithographer or engraver.

*Other fine Rolland papers, each with a distinctive individuality, are:*

- ROLLAND PARCHMENT
- ROLLAND ANTIQUE LINEN AND VELLUM
- EARNSCLIFFE LINEN BOND
- COLONIAL BOND
- SERVICE BOND
- ROCKLAND BOND

Rolland Paper COMPANY LIMITED

*High Grade Paper Makers Since 1882*

HEAD OFFICE AT MONTREAL • BRANCH OFFICES AT TORONTO, WINNIPEG AND VANCOUVER • MILLS AT ST. JEROME AND MONT-ROLLAND, QUE.

FABRICATION ERECTION

DISHER STEEL

DISHER STEEL CONSTRUCTION CO. LIMITED 80 COMMISSIONERS STREET, TORONTO 2

Government Municipal and Corporation Securities

McMahon and Burns Limited

676 W. Pender St. PA. 5448, Vancouver 2, B.C.
10076 Jasper Ave. Phone 42788, Edmonton, Alberta

CRAFTSMANSHIP is a tradition with Stetson. With many years of experience and pride in their tasks, Stetson craftsmen carefully fashion "the world's most famous hat".

STETSON HATS

*Stetson Hats are priced from $8.95 to $50*

STETSON BANTAM

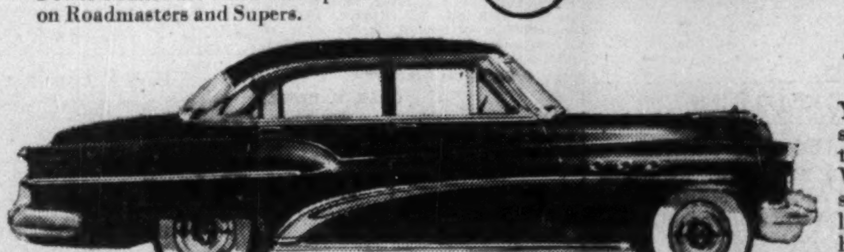
Roadmaster... Super... Custom...

3 Great BUICKS...

and even the Price is a Pleasure

**The Roadmaster**

The lordly Roadmaster, with a brilliant new 188-h.p. V-8 Fireball engine. Sensational Twin-Turbine Dynaflow Drive is standard on Roadmaster. Buick Power Steering, standard on Roadmaster, is optional at extra cost on other series. Buick Power Brakes are extra cost options on Roadmasters and Supers.

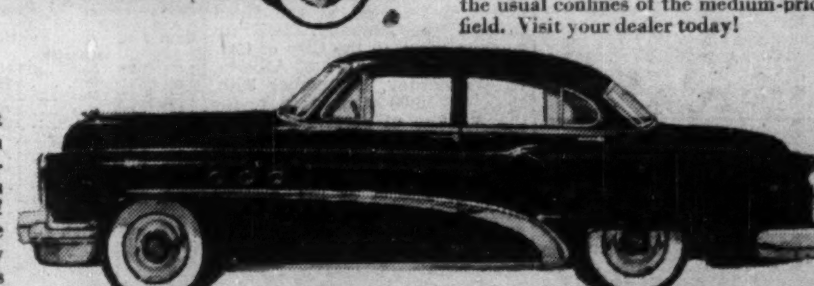


**The Super**

You'll find Buick Super power outstanding—more spirited, more thrilling, thanks to Buick's great new V-8 Fireball engine. Its ride is outstanding, too—level and steady and lullaby-soft. This handsome Buick brings you quality that far oversteps the usual confines of the medium-price field. Visit your dealer today!

**The Custom**

There's a big story in what you get for the price of this beauty! You get the highest horsepower ever engineered into the Custom series! You get big-car comfort and roominess! You get the sweet handling of the Million Dollar Ride. All this for only a few dollars more than many cars in the "low-price" field!



M-1753B

SEE YOUR LOCAL BUICK DEALER

When Better Automobiles are Built BUICK will Build Them

## DIVIDEND NOTICES

### THE CANADIAN BANK OF COMMERCE

**DIVIDEND NO. 267**

NOTICE is hereby given that a DIVIDEND OF THIRTY CENTS per share on the paid-up Capital Stock of this Bank has been declared for the quarter ending 31st October, 1953, and that the same will be payable at the Bank and its Branches on and after MONDAY, the SECOND day of NOVEMBER next, to Shareholders of record at the close of business on 30th September, 1953. The Transfer Books will not be closed.

By Order of the Board.

N. J. McKINNON,
General Manager.

Toronto, 4th September, 1953.

### THE BANK OF NOVA SCOTIA

**DIVIDEND NO. 336**

Notice is hereby given that a Dividend of forty cents per share on the paid-up Capital Stock of this Bank has been declared for the current quarter to shareholders of record of 30th September, 1953, and that the same will be payable on and after Monday, the second day of November next, at any of the offices of the Bank in Canada.

By Order of the Board.

C. SYDNEY FROST,
General Manager.

Halifax, N.S., 8th September, 1953.

### THE DOMINION BANK

**DIVIDEND NO. 284**

Notice is hereby given that a dividend of thirty cents per share on the paid-up capital stock of this Bank has been declared for the quarter ending 31st October, 1953, and that the same will be payable at the Head Office of the Bank and its branches on and after the second day of November, 1953 to shareholders of record of 30th September, 1953.

By Order of the Board.

A. C. ASHFORTH,
General Manager.

Toronto, 3rd September, 1953.

### THE MONARCH KNITTING COMPANY, LIMITED

**Notice of Dividends**

NOTICE is hereby given that a quarterly dividend of $1.12½ per share on the 4½% cumulative redeemable sinking fund preference shares of this Company has been declared for the quarter ending September 30, 1953 payable on and after October 1, 1953 to shareholders of record at the close of business on September 11, 1953.

By Order of the Board.

D. A. McINTOSH,
Secretary.

Toronto, September 3, 1953.

### CANVAR INDUSTRIES LIMITED

(formerly Canada Varnish Company, Limited)

**DIVIDEND NOTICE**

**PREFERENCE SHARES**

A dividend of thirty-one and one-quarter Cents (31¼c) per share on the 5% Cumulative Redeemable Preference Shares of the Company has been declared for the three months ending October 1st, 1953, payable on October 1st, 1953, to Shareholders of record September 16, 1953.

By Order of the Board.

G. I. TAYLOR,
Secretary.

Township of North York,
Ontario.
September 3, 1953.

### THE SHERWIN-WILLIAMS COMPANY OF CANADA, LIMITED

Notice is hereby given that the one hundred and sixty-ninth quarterly dividend of one and three-quarters per cent. (1¾%), being at the rate of seven per cent. (7%) per annum, for the quarter ending August 31, 1953, on the Preferred Stock of the Company, has been declared payable October 1, 1953, to shareholders of record September 10, 1953.

By Order of the Board.

P. W. HOLLINGWORTH,
Secretary-Treasurer.

Montreal, Quebec,
September 3, 1953.

### GENERAL STEEL WARES LIMITED

**PREFERRED DIVIDEND**

NOTICE is hereby given that a dividend of One Dollar and Twenty-five Cents ($1.25) per share has been declared for the quarter ending October 31st, 1953, on the outstanding preferred stock of this Company, payable November 2nd, 1953, to shareholders of record October 5th, 1953.

By Order of the Board.

ANDREW W. McLAREN,
Secretary.

Toronto, Septemebr 10th, 1953

### GENERAL STEEL WARES LIMITED

**COMMON DIVIDEND**

NOTICE is hereby given that a dividend of Twenty-five Cents (25c) per share has been declared for the quarter ending October 31st, 1953, on the outstanding Common Stock of this Company, payable November 16th, 1953, to shareholders of record October 16th, 1953.

By Order of the Board.

ANDREW W. McLAREN,
Secretary.

Toronto, September 10th, 1953.

### DOMINION GLASS COMPANY LIMITED

Notice is hereby given that a dividend of one and three-quarters per cent (1-3/4%) has been declared on the PREFERRED STOCK of the Company for the quarter ending the 30th day of September 1953.

Notice is also hereby given that a dividend of Forty Cents (40 cents) per share has been declared on the COMMON STOCK of the Company for the quarter ending the 30th day of September, 1953.

The above Dividends will be paid on Thursday, the 15th day of October 1953 to Shareholders of record at the close of business Monday, the 28th day of September 1953.

By Order of the Board.

F. N. DUNDAS,
Secretary.

Montreal, 26th August, 1953.

## DIVIDEND NOTICES

### T. H. ESTABROOKS CO. LIMITED

Notice is hereby given that the quarterly dividend (26 cents per share) on the 4.16% Cumulative Redeemable Sinking Fund Preferred Shares (par value $25.00 per share) of the Company has been declared payable October 15, 1953, to shareholders of record at the close of business September 15, 1953.

By Order of the Board.

J. B. BRYDON, C.A.,
Secretary-Treasurer.

Saint John, N.B.,
3rd September, 1953.

### SUPERTEST PETROLEUM CORPORATION, LIMITED

**NOTICE OF DIVIDEND**

NOTICE is hereby given that a quarterly dividend of $1.25 per share upon the outstanding 5% cumulative redeemable sinking fund preference shares of the par value of $100 each in the capital stock of the Company has been declared payable on October 15, 1953 to shareholders of record at the close of business September 25, 1953, such dividend being at the rate of 5% per annum for the period from July 15, 1953 to October 15, 1953.

By Order of the Board.

C. C. COPEMAN,
Secretary.

London, Ontario, September 11, 1953.

### MONTREAL LOCOMOTIVE WORKS, LIMITED

**DIVIDEND NO. 30**

A dividend of TWENTY cents (20c) per share on the common stock of this Company has been declared payable October 1st, 1953, to shareholders of record at the close of business on September 17th, 1953.

Transfer books will not be closed.

WILLIAM J. NILES,
Secretary.

September 9, 1953.

### THE TORONTO MORTGAGE COMPANY

**QUARTERLY DIVIDEND**

Notice is hereby given that a dividend of $1.25 per share upon the paid-up Capital Stock of this Company, has been declared for the current quarter, and that the same will be payable on 1st October, 1953, to shareholders of record on the books of the Company at the close of business on 15th September, 1953.

By Order of the Board.

CHARLES PETTIT,
Manager.

September 10th, 1953.

### THE B. GREENING WIRE COMPANY LIMITED

**COMMON DIVIDEND NO. 64**

NOTICE is hereby given that at a meeting of the Directors of The B. Greening Wire Company, Limited, held in the office of the Company on September 2nd, 1953, a dividend of Five Cents per share on the Common Shares of the Company was declared payable October 1st, 1953, to shareholders of record September 15th, 1953. At the same meeting a special dividend of Five Cents per share on the Common Shares of the Company was also declared payable October 1st, 1953, to shareholders of record September 15th, 1953.

By Order of the Board.

A. M. DOUDA,
Secretary.

Hamilton, Ontario,
Sept. 2nd, 1953.

### Maxwell LIMITED

**DIVIDEND NOTICE 7**

Notice is hereby given that a dividend of one dollar and fifty cents ($1.50) per share on the $6 Dividend Cumulative Participating Preference Shares without nominal or par value, being due October 1, 1953, has been declared payable September 30, 1953, to shareholders of record at the close of business on September 18, 1953.

By Order of the Board.

J. J. McLAUGHLIN,
Secretary-Treasurer.

### Maxwell LIMITED

**DIVIDEND NOTICE 20**

Notice is hereby given that a dividend of twelve-and-a-half cents (12½c) per share on the new Common Shares of the Company has been declared payable September 30, 1953, to shareholders of record at the close of business on September 18, 1953.

By Order of the Board.

J. J. McLAUGHLIN,
Secretary-Treasurer.

## NOTICES

### ALTEX OILS LIMITED

**NOTICE TO SHAREHOLDERS OF ANNUAL MEETING**

TAKE NOTICE that the Second Annual General Meeting of the Shareholders of Altex Oils Limited will be held at the Head Office of the Company, 224 Ninth Avenue West, in the City of Calgary, in the Province of Alberta, on Wednesday, September 30th, 1953, at 10:00 a.m. o'clock, for the purpose of receiving Report of the Directors, Balance Sheet and Profit and Loss Account for the period ending 31st May, 1953, and the Report of the Auditor thereon, the Election of Directors and appointment of Auditors, Macintosh, Ross & Co., Chartered Accountants, Calgary, Alberta, successors to William F. Reid & Co., Chartered Accountants, Calgary, Alberta, presently under appointment, and the transaction of such other business as may properly come before the meeting.

The Transfer Books of the Company will be closed from September 25th, 1953 to September 30th, 1953, inclusive.

DATED at Calgary, Alberta, this 14th day of September, A.D. 1953.

By Order of the Board of Directors.

H. E. HOWARD, F.C.A.,
Secretary.

# Free Market Needed For Wheat Sales In Face of Big Supplies, Lower Demand

*In the face of larger supplies and lowered demand, the present system of marketing Canadian wheat should be changed, Stanley N. Jones, president of the Winnipeg Grain Exchange, declared in his address to the annual meeting of the Exchange last week. Here is a digest of his address:*

**By STANLEY N. JONES**

The crop year which ended on July 31 was one which in production excelled all records.

In the handling and marketing of almost an astronomical total, the grain trade co-operated with government, the Wheat Board and every other agency to assist in providing the best of service for the producer and the consumer. These facilities provided by the Trade are the property of individuals and companies who are part of that great institution of private enterprise.

It is the belief of many that while a very large volume was disposed of under the present system, had marketing been conducted through free markets, free of restrictive devices, a larger proportion of the total prairie marketings would have gone into consumption. In this connection it is worthy of note that the export totals showing the greatest percentage of increase were those of oats and barley, which were sold through the marketing facilities of the Winnipeg Grain Exchange and distributed by private companies and organizations.

The all-time record for export of wheat is that of the 1928-29 crop when 407 millions of bushels were sold outside Canada, some 20 millions more than in the year just passed — and marketed without quotas, control of railways and ships and without creating storage problems such as we have today. Further, the price level in 1928-29 was from $1.30 to $1.60 per bushel. In relation to the cost of what the farmer had to buy, this made the purchasing power of a bushel of wheat about 20% greater than it is today.

**International Agreement**

The past crop year saw the end of the four year International Wheat Agreement which began on Aug. 1, 1949, in which exporting and importing nations engaged in a vast international cartel in wheat, which was to solve the wheat marketing problems of the whole world.

It would appear that that problem is still with us, in spite of the Agreement having operated in the greatest sellers' market of all history. It may be that the end of the crop year just past has seen, at least for the immediate present and the near future, a turn in the trading position which has since the end of the war favored the exporting countries. It would appear that we are now in a buyers' market and that the selling of wheat which for seven years has been comparatively simple when offered to customers far below market levels is now likely to be found quite difficult.

The merits and the disadvantages of the present marketing system have been discussed and debated on many occasions by representatives of the Exchange and there can be no point in repeating them here and now except to say that nothing in the experiences of the past year could alter or amend the views expressed or the opinions held previously.

Solely as a matter of record and following the precedent of each year since 1947, it should be said that further deficiences in returns to farmers on wheat must be added to the total of loss accumulated under Government to Government marketing. Suffice to say that in the year 1952-53 this deficiency, comparing the total payment, as forecast by a Cabinet Minister lately, with Class II price, will be approximately 32 cents per bushel.

Thus, since the end of the war and while overseas nations have been heavily dependent upon imported supplies, prairie farmers have taken a heavy discount in a vain hope that they would be assured of a ready and constant market at a stabilized price from year to year and far into the future.

The extent of this discount, after making allowances for Wheat Board administrative operation costs, of about four cents per bushel, is approximately 40 cents on each and every bushel marketed by farmers since Aug. 1, 1946.

Growers were persuaded that this sacrifice would pay dividends when the world position turned in favor of the buyer. It is too early to say with certainty that this testing time is here, but there is mounting evidence that it may not be far distant, when the total extent of this sacrifice may be measured.

With regard to the immediate future and the very large crop indicated in this present crop year 1953-54, I wish to repeat the suggestion made by The Financial Post, of Toronto, which I quoted one year ago, an editorial which said in part: — "One thing is sure! we are going to have to push sales and push them hard if we hope to move this crop. We are going to need every possible market throughout the world . . . Can we hope to carry out this big job with the present marketing machinery? Can we hope to do it with all marketing in the hands of the government monopoly? If we are going to need new marketing channels, now is the time to reopen them."

That advice was not accepted and it is apparent that our marketing officials have a selling job on their hands such as has not been necessary since the end of the war. The day when the chief problem of the government monopoly was to get grain into waiting ships is past and gone. But as in the past, the grain trade is ready and willing to assist with all its facilities and experience, but even this will not solve the problem for there are other factors now present which react against the successful marketing and distribution of prairie crops.

**United Kingdom Attitude**

The deadlock which developed in the negotiations for the continuance of the International Wheat Agreement resulting in the withdrawal of the United Kingdom and that country's resolve to return trading in grain to private hands came at a time when stocks were piling up almost everywhere and when many countries that have been importers were reaping or expected to reap good crops — and in some cases have become almost self-sufficient so far as grain supplies are concerned.

To many observers, it has seemed ill-timed that prices should be raised under such circumstances, an action which would be most unlikely to cause buyers to rush in to purchase their supplies.

Further, the world wheat supply position at July 31 was far in excess of normal for it included a Canadian carryover of 354 millions, equal to 1944 and exceeded only in 1941, 1942 and 1943; — and a U. S. A. total of 559 millions, the third largest of record, which together with carryovers in the other two major exporting countries total more than one billion bushels, to which must be added crops now being harvested.

Another factor to contend with is that British importers, our best customers, are under no immediate compulsion to purchase supplies as they apparently have sufficient stocks on hand of cheap I.W.A. wheat purchased under the last agreement to carry them for a time.

There is a possibility that the American support plan may prop price levels there for the near future, with a beneficial reaction on Canadian prices. But it is a matter of some doubt that Canada should continue to base her prices for her hard wheat on the United States hard winters and springs which are likely to be consumed almost entirely in that country and will have no relation to conditions in our markets, almost completely export. There is danger that adherence to the basis of a U. S. wheat grade in short supply for export may price us out of the market.

It is also possible that too little attention has been paid to the deeply underlying motives of the British importer, who, while undoubtedly believing that prices will be lower, has for his first aim the improving of the position of Britain among the trading nations of the world, so that in so far as grain is concerned London may once again become the world's leading international transit market and fulfill once more its function as a supplier to the continental markets. For this eventuality plans have been matured including the necessary financing arrangements through the Bank of England. Canada should be vitally interested in assisting Britain to achieve this aim, as the United Kingdom is traditionally Canada's best customer so we should place no restrictive obstacles in the way of their program which can do no other than react to our advantage.

**Change in Selling Proposed**

In the absence of open market facilities which permit of flexibility under all circumstances, present day selling to have any degree of success must be altered to conform with the changing conditions of large supplies and lowered demand. The great important change would be the utilization of Canadian exporters as merchants rather than as agents, with incentives which, thought to be adequate when buyers were keen, can not be sufficient when sales from large stocks are imperative.

The situation has developed to the point that the grain tie-up has become of national rather than prairie importance, which can adversely affect the whole Canadian economy, for under government control and monopoly, price no longer has influence upon acreage. Heavy country stocks, a new crop and the inability of the farmer to deliver and get paid for his wheat could bring about a smaller seeded acreage next year with a resultant drop in prairie income and consequent harmful effect upon all lines of endeavor in this nation.

As in 1930 and 1931 we hear from various sources that "all is well" but there should be no complacency about the situation. Far too many have succumbed to what Donald Gordon, President, Canadian National Railways, remarked upon at Vancouver a few days ago 'that long exposure to an environment of control may induce an unquestioning state of mind, a cosy and all too comfortable feeling of security, a fatalistic attitude of accepting conditions because they have endured beyond the reach of memory."

If our problem today is a national problem, and I believe it is, and not one of the three prairie provinces alone, it constitutes a challenge to everyone, for everyone in business, industry, labor, the professions, agriculture — everyone has a stake in its outcome, its solution. Everyone should be concerned — for Grain Business is everyone's business.

## DIVIDEND NOTICES

### THE CALGARY & EDMONTON CORPORATION LIMITED

NOTICE is hereby given that a dividend of five cents per share was declared on the 2nd day of September, 1953, payable on the 15th day of October, 1953, to shareholders of record at the close of business on the 11th day of September, 1953.

By Order of the Board.

CHAS. E. REECE,
Secretary.

Dated at Winnipeg, Manitoba,
this 2nd day of September, 1953.

## Bond Tenders

**12 noon, Sept. 10, 1953, Government of Canada Treasury Bills**—Payable Dec. 11, 1953, and June 11, 1954, $40,000,000. Dated Sept. 11, 1953.

# Grain Prices

## Chicago Futures

Week to September 14, 1953

| Crop year from Aug 1, 1952 High | Low | | High for week | Low for week | Close Sept. 14 |
|---|---|---|---|---|---|
| | | **Wheat—** | | | |
| 2.47¼ | 1.75 | Sept. ... | 1.95¼ | 1.87¼ | 1.87¼ |
| 2.40½ | 1.81 | Dec. .... | 1.99¾ | 1.91¾ | 1.91¾ |
| 2.37½ | 1.85¼ | Mar. .... | 2.01¾ | 1.94¼ | 1.94¾ |
| 2.21 | 1.86¾ | May .... | 1.99¾ | 1.93 | 1.93½ |
| 1.94¼ | 1.87 | July .... | 1.92½ | 1.87 | 1.97¼ |
| | | **Corn—** | | | |
| 1.76½ | 1.43⅛ | Sept. ... | 1.60 | 1.54⅛ | 1.55⅛ |
| 1.64½ | 1.33¾ | Dec. .... | 1.50 | 1.44 | 1.44¼ |
| 1.57⅝ | 1.37 | Mar. .... | 1.53¼ | 1.47 | 1.47 |
| 1.54⅛ | 1.38⅛ | May .... | 1.54¾ | 1.48¼ | 1.48¼ |
| | | **Oats—** | | | |
| .84¾ | .68 | Sept. ... | .74 | .73 | .73½ |
| .79¾ | .71¼ | Dec. .... | .75¾ | .73¾ | .73¾ |
| .79¼ | .72⅜ | Mar. .... | .76¼ | .74⅜ | .74⅜ |
| .78 | .70⅞ | May .... | .74¼ | .72⅜ | .72½ |
| .79¾ | .68 | July .... | .69¼ | .68¼ | .68⅜ |
| | | **Rye—** | | | |
| 2.04 | 1.01 | Sept. ... | 1.13¼ | 1.04¼ | 1.04½ |
| 1.79½ | 1.07¼ | Dec. .... | 1.18¾ | 1.08¾ | 1.09¼ |
| 1.59¾ | 1.14 | Mar. .... | 1.23¾ | 1.14 | 1.14 |
| 1.53¼ | 1.16 | May .... | 1.26¼ | 1.16 | 1.16⅜ |
| 1.25 | 1.17½ | July .... | 1.28 | 1.17½ | 1.17½ |
| | | **Soybeans—** | | | |
| | | Sept. | 2.64¼ | 2.55¾ | 2.55¾ |
| | | Nov. | 2.60 | 2.55¾ | 2.54¾ |
| | | Jan. | 2.61 | 2.55¼ | 2.55¾ |
| | | Mar. | 2.61½ | 2.55¼ | 2.55½ |
| | | May | 2.58¼ | 2.51½ | 2.51½ |

## Chicago Cash

| | For Week Sep. 14 High | Low | Prev. High | week Low |
|---|---|---|---|---|
| **Corn—** | | | | |
| 2 Yell. | .... | .... | 1.68 | 1.67 |
| **Oats—** | | | | |
| 1 H. Wh. | .80 | .79¼ | .81½ | .80¼ |

## Winnipeg Futures

Week to September 14, 1953

| Crop year from Aug. 1, 1952 High | Low | | High for week | Low for week | Close Sep. 14 |
|---|---|---|---|---|---|
| | | **Oats—** | | | |
| .77⅝ | .68½ | Oct. .... | .72¼ | .71 | .71 |
| .77⅝ | .67¼ | Dec. .... | .69⅜ | .68¼ | .68¼ |
| .72¼ | .67½ | May .... | .69¼ | .68¼ | .68¼ |
| | | **Barley** | | | |
| 1.20⅜ | 1.07¼ | Oct. .... | 1.10¼ | 1.08 | 1.08½ |
| 1.15¼ | 1.01½ | Dec. .... | 1.04⅜ | 1.01⅜ | 1.01⅜ |
| 1.11¾ | 1.01 | May .... | 1.04 | 1.01 | 1.01½ |
| | | **Rye—** | | | |
| 1.74 | .97⅜ | Oct. .... | 1.09¾ | 1.03¼ | 1.03½ |
| 1.53 | .98⅜ | Dec. .... | 1.09⅞ | 1.03⅜ | 1.03¾ |
| 1.32⅜ | 1.03⅜ | May .... | 1.14¾ | 1.08⅜ | 1.08⅜ |
| | | **Flax—** | | | |
| 3.20½ | 2.76¾ | Oct. .... | 2.94½ | 2.82 | 2.82¼ |
| 3.13 | 2.68½ | Dec. .... | 2.87¼ | 2.68½ | 2.68½ |
| 2.94¾ | 2.71 | May .... | 2.88¾ | 2.71 | 1.08¼ |

## Winnipeg Cash

| | For Week Sep. 14 High | Low | Prev. High | week Low |
|---|---|---|---|---|
| **Oats—** | | | | |
| 2 C. W. | .73⅜ | .72¼ | .73½ | .72 |
| 3 C. W. | .70⅛ | .69¼ | .70 | .69 |
| **Barley—** | | | | |
| 1 Feed | 1.06⅜ | 1.04¾ | 1.07¼ | 1.06½ |
| 2 Feed | 1.05¼ | 1.04 | 1.06⅜ | 1.06 |
| 1 Malt | 1.24¼ | 1.23½ | 1.20¼ | 1.24 |
| **Rye—** | | | | |
| 2 C. W. | 1.06⅜ | 1.02⅜ | 1.04 | .99⅜ |
| 1 C. W. | 1.06⅜ | 1.02⅜ | 1.04 | .99⅜ |

# Traders Finance 5½% Debentures Offered At Par

A $4 million issue of 5½% sinking fund debentures of Traders Finance Corp. is being offered at par through a syndicate headed by McLeod, Young, Weir & Co. The debentures are due Oct. 1, 1969; proceeds are being used for general corporate purposes.

Outstanding capitalization at Sept. 8, 1953, including the new issue, consists of $103,450,000 collateral trust notes (excluding Series C notes which represent borrowings in the ordinary course of business); $23,894,500 sinking fund debentures; $3.5 millions 4½% preferred stock; 837,958 n.p.v. Class A shares; and 240,000 n.p.v. Class B shares.

According to the prospectus, balance of earnings available for interest on sinking fund debentures has averaged $4,680,986 annually for the five-and-a-half year period ended June 30, 1953. Maximum annual interest requirements on the sinking fund debentures outstanding on completion of the new financing total $1,161,624.

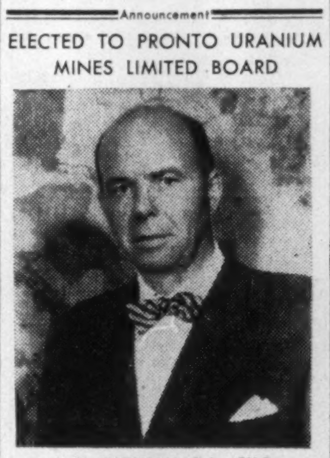
Net earnings for the first half of this year, according to prospectus, were $2,533,562; for the full year 1952, $3,805,989.

**JOLIETTE, QUE**, has sold $112,000 3% bonds due July 1, 1954-63, and $168,000 4% due 1964-73, to Credit Interprovincial Ltd. at 93.69. Net cost 4.5%. Proceeds for waterworks, pavings, etc. Net funded debt at Dec. 31, 1952, $2,010,238. Population, 18,000.

**COBOURG, ONT., SEPARATE SCHOOL BOARD**, has sold $130,000 5¼% debentures dated Oct. 1, 1953, due 1954-73, to J. L. Graham & Co. Cost of borrowing 5.28%. Proceeds for school additions.


Announcement

ELECTED TO PRONTO URANIUM MINES LIMITED BOARD



J. D. BATEMAN, B.A., PH.D.

The election of Dr. J. D. Bateman, Geologist, to the Board of Directors of Pronto Uranium Mines Limited is announced by W. H. Bouck, President of the Company.

Mr. Bateman is a member of the geological staff of Ventures Limited and its associated companies. Awarded the Barlow Memorial Medal of the Canadian Institute of Mining and Metallurgy, 1944, Mr. Bateman prior to joining the Ventures organization in 1945 had been associated with such companies as International Nickel, Hollinger, McIntyre Porcupine and Sylvanite.

Well known in the engineering publications field, Dr. Bateman has authored approximately 40 professional papers published in both government and private media in Canada and the United States. He is a Fellow, Geological Society of America, and Geological Association of Canada; Member Society of Economic Geologists.

Announcement

ROBERT L. ARMSTRONG, LL.B. THOMAS M. ROBERTS, B.Com.

Announcement is made by J. Wilson Berry, President and General Manager of the Guaranty Trust Company of Canada, of the promotion of Robert L. Armstrong to the position of Manager of the Toronto office of the Company. He succeeds Allan B. Ramsay, LL.B., an Assistant General Manager of the Company who will now devote his full time to that position. Mr. Armstrong is a graduate in law from the University of Dalhousie. He joined Guaranty Trust eight years ago after distinguished service with the R.C.A.F. He has been Manager of the Corporate Trust Department of the Company. At the same time it is announced that Thomas M. Roberts has been promoted to the position of Transfer Officer at Toronto. Mr. Roberts joined the Company in 1949 following his graduation in Commerce and Finance from the University of Toronto.


# Calgary Drive-In Stock Offered

A $325,000 offering of its common stock has been made by Chestermere Development Ltd., a Calgary firm planning to construct a drive-in theatre, restaurant, motel and service station on a 25-acre site at Chestermere Lake, eight miles east of Calgary.

Authorized capitalization of newly formed company is one million shares, par $1. Five directors' shares have been issued for cash, 215,000 issued for property, plans, etc., and escrowed, 459,995 in treasury, and 325,000 offered for cash. Company is allowing a selling commission of 20% of the selling price on this offering.

Minimum subscription on which directors may proceed to allotment is $25,000.


HALLET & CAREY LIMITED
GRAIN SHIPPERS AND EXPORTERS
GRAIN FUTURES
Owners and Operators
Fort William Terminal Elevator Co. Ltd.
and Powell Transports Ltd.
Head Office—563 Grain Exchange, Winnipeg, Man.
Affiliated Companies—Fort William, Ont., Montreal, Que., Vancouver, B.C.

N. M. PATERSON & SONS LIMITED
Grain Division
Grain & Coal Merchant
Steamship Division
Carriers of All Bulk Cargoes
Fort William, Ont. Winnipeg, Man. Montreal, P.Q.

FEDERAL GRAIN LIMITED
AND
THE ALBERTA PACIFIC GRAIN CO. (1943) LTD.
WINNIPEG CALGARY
Country Elevators located in all Prairie Provinces, and Terminals at Fort William, Port Arthur and Vancouver. Cereal and Forage Seed Plant at Winnipeg.
We invite your inquiries regarding feed and seedgrain.

NEW ISSUE

$12,000,000
Province of Manitoba
4¼% Sinking Fund Debentures
To be dated October 1, 1953
To mature October 1, 1968
(callable at 100 and interest on or after October 1, 1966)

Principal and half-yearly interest (April 1 and October 1) payable in lawful money of Canada at the Principal Office of the Province's Bankers in Toronto, Montreal, Winnipeg, Vancouver, Calgary, Regina, Saint John, Halifax, Charlottetown or St. John's at holder's option. Coupon Debentures in denominations of $100,000, $25,000, $5,000, $1,000 and $500 with provision for registration as to principal.

A Sinking Fund will be established toward the retirement of the issue at a rate of Two Per Centum (2%) per annum.

Legal Opinion—Messrs. Manning, Mortimer, Mundell and Reid

Price: 100 and interest to yield 4.25%

We, as principals, offer these debentures, if, as and when issued and accepted by us and subject to the approval of counsel.

Subscriptions will be received, subject to rejection or allotment in whole or in part and the right is reserved to close subscription books at any time without notice.

It is expected that debentures in interim form will be available for delivery on or about October 1, 1953.

Descriptive circular available upon request.

Equitable Securities of Canada Limited — Burns Bros. & Denton Limited — Harris & Partners Limited
Anderson & Company Limited — Greenshields & Co Inc — Oldfield, Kirby & Gardner Limited
Gairdner & Company Limited — Osler, Hammond & Nanton Limited — W. C. Pitfield & Company Limited
J. L. Graham & Company Limited — R. A. Daly Co. Limited — Bankers Bond Corporation Limited — Credit Interprovincial Limitée

## DIVIDEND NOTICES

### THE CANADIAN BANK OF COMMERCE

**DIVIDEND NO. 267**

NOTICE is hereby given that a DIVIDEND OF THIRTY CENTS per share on the paid-up Capital Stock of this Bank has been declared for the quarter ending 31st October, 1953, and that the same will be payable at the Bank and its Branches on and after MONDAY, the SECOND day of NOVEMBER next, to Shareholders of record at the close of business on 30th September, 1953. The Transfer Books will not be closed.

By Order of the Board.

N. J. McKINNON,
General Manager.

Toronto, 4th September, 1953.

### THE BANK OF NOVA SCOTIA

**DIVIDEND NO. 336**

Notice is hereby given that a Dividend of forty cents per share on the paid-up Capital Stock of this Bank has been declared for the current quarter to shareholders of record of 30th September, 1953, and that the same will be payable on and after Monday, the second day of November next, at any of the offices of the Bank in Canada.

By Order of the Board.

C. SYDNEY FROST,
General Manager.

Halifax, N.S., 8th September, 1953.

### THE DOMINION BANK

**DIVIDEND NO. 284**

Notice is hereby given that a dividend of thirty cents per share on the paid-up capital stock of this Bank has been declared for the quarter ending 31st October, 1953, and that the same will be payable at the Head Office of the Bank and its branches on and after the second day of November, 1953 to shareholders of record of 30th September, 1953.

By Order of the Board.

A. C. ASHFORTH,
General Manager.

Toronto, 3rd September, 1953.

### THE MONARCH KNITTING COMPANY, LIMITED

**Notice of Dividends**

NOTICE is hereby given that a quarterly dividend of $1.12½ per share on the 4½% cumulative redeemable sinking fund preference shares of this Company has been declared for the quarter ending September 30, 1953 payable on and after October 1, 1953 to shareholders of record at the close of business on September 11, 1953.

By Order of the Board.

D. A. McINTOSH,
Secretary.

Toronto, September 3, 1953.

### CANVAR INDUSTRIES LIMITED

(formerly Canada Varnish Company, Limited)

**DIVIDEND NOTICE**

**PREFERENCE SHARES**

A dividend of thirty-one and one-quarter Cents (31¼c) per share on the 5% Cumulative Redeemable Preference Shares of the Company has been declared for the three months ending October 1st, 1953, payable on October 1st, 1953, to Shareholders of record September 16, 1953.

By Order of the Board.

G. I. TAYLOR,
Secretary.

Township of North York,
Ontario.
September 3, 1953.

### THE SHERWIN-WILLIAMS COMPANY OF CANADA, LIMITED

Notice is hereby given that the one hundred and sixty-ninth quarterly dividend of one and three-quarters per cent. (1¾%), being at the rate of seven per cent. (7%) per annum, for the quarter ending August 31, 1953, on the Preferred Stock of the Company, has been declared payable October 1, 1953, to shareholders of record September 10, 1953.

By Order of the Board.

P. W. HOLLINGWORTH,
Secretary-Treasurer.

Montreal, Quebec,
September 3, 1953.

### GENERAL STEEL WARES LIMITED

**PREFERRED DIVIDEND**

NOTICE is hereby given that a dividend of One Dollar and Twenty-five Cents ($1.25) per share has been declared for the quarter ending October 31st, 1953, on the outstanding preferred stock of this Company, payable November 2nd, 1953, to shareholders of record October 5th, 1953.

By Order of the Board.

ANDREW W. McLAREN,
Secretary.

Toronto, Septemebr 10th, 1953.

### GENERAL STEEL WARES LIMITED

**COMMON DIVIDEND**

NOTICE is hereby given that a dividend of Twenty-five Cents (25c) per share has been declared for the quarter ending October 31st, 1953, on the outstanding Common Stock of this Company, payable November 16th, 1953, to shareholders of record October 16th, 1953.

By Order of the Board.

ANDREW W. McLAREN,
Secretary.

Toronto, September 10th, 1953.

### DOMINION GLASS COMPANY LIMITED

Notice is hereby given that a dividend of one and three-quarters per cent (1-3/4%) has been declared on the PREFERRED STOCK of the Company for the quarter ending the 30th day of September 1953.

Notice is also hereby given that a dividend of Forty Cents (40 cents) per share has been declared on the COMMON STOCK of the Company for the quarter ending the 30th day of September, 1953.

The above Dividends will be paid on Thursday, the 15th day of October 1953 to Shareholders of record at the close of business Monday, the 28th day of September 1953.

By Order of the Board.

F. N. DUNDAS,
Secretary.

Montreal, 26th August, 1953.

## DIVIDEND NOTICES

### T. H. ESTABROOKS CO. LIMITED

Notice is hereby given that the quarterly dividend (26 cents per share) on the 4.16% Cumulative Redeemable Sinking Fund Preferred Shares (par value $25.00 per share) of the Company has been declared payable October 15, 1953, to shareholders of record at the close of business September 15, 1953.

By Order of the Board.

J. B. BRYDON, C.A.,
Secretary-Treasurer.

Saint John, N.B.,
3rd September, 1953.

### SUPERTEST PETROLEUM CORPORATION, LIMITED

**NOTICE OF DIVIDEND**

NOTICE is hereby given that a quarterly dividend of $1.25 per share upon the outstanding 5% cumulative redeemable sinking fund preference shares of the par value of $100 each in the capital stock of the Company has been declared payable on October 15, 1953 to shareholders of record at the close of business September 25, 1953, such dividend being at the rate of 5% per annum for the period from July 15, 1953 to October 15, 1953.

By Order of the Board.

C. C. COPEMAN,
Secretary.

London, Ontario, September 11, 1953.

### MONTREAL LOCOMOTIVE WORKS, LIMITED

**DIVIDEND NO. 30**

A dividend of TWENTY cents (20c) per share on the common stock of this Company has been declared payable October 1st, 1953, to shareholders of record at the close of business on September 17th, 1953.

Transfer books will not be closed.

WILLIAM J. NILES,
Secretary.

September 9, 1953.

### THE TORONTO MORTGAGE COMPANY

**QUARTERLY DIVIDEND**

Notice is hereby given that a dividend of $1.25 per share upon the paid-up Capital Stock of this Company, has been declared for the current quarter, and that the same will be payable on 1st October, 1953, to shareholders of record on the books of the Company at the close of business on 15th September, 1953.

By Order of the Board.

CHARLES PETTIT,
Manager.

September 10th, 1953.

### THE B. GREENING WIRE COMPANY LIMITED

**COMMON DIVIDEND NO. 64**

NOTICE is hereby given that at a meeting of the Directors of The B. Greening Wire Company, Limited, held in the office of the Company on September 2nd, 1953, a dividend of Five Cents per share on the Common Shares of the Company was declared payable October 1st, 1953, to shareholders of record September 15th, 1953. At the same meeting a special dividend of Five Cents per share on the Common Shares of the Company was also declared payable October 1st, 1953, to shareholders of record September 15th, 1953.

By Order of the Board.

A. M. DOUDA,
Secretary.

Hamilton, Ontario,
Sept. 2nd, 1953.

### Maxwell LIMITED

**DIVIDEND NOTICE 7**

Notice is hereby given that a dividend of one dollar and fifty cents ($1.50) per share on the $6 Dividend Cumulative Participating Preference Shares without nominal or par value, being due October 1, 1953, has been declared payable September 30, 1953, to shareholders of record at the close of business on September 18, 1953.

By Order of the Board.

J. J. McLAUGHLIN,
Secretary-Treasurer.

### Maxwell LIMITED

**DIVIDEND NOTICE 20**

Notice is hereby given that a dividend of twelve-and-a-half cents (12½c) per share on the new Common Shares of the Company has been declared payable September 30, 1953, to shareholders of record at the close of business on September 18, 1953.

By Order of the Board.

J. J. McLAUGHLIN,
Secretary-Treasurer.

## NOTICES

### ALTEX OILS LIMITED

**NOTICE TO SHAREHOLDERS OF ANNUAL MEETING**

TAKE NOTICE that the Second Annual General Meeting of the Shareholders of Altex Oils Limited will be held at the Head Office of the Company, 224 Ninth Avenue West, in the City of Calgary, in the Province of Alberta, on Wednesday, September 30th, 1953, at 10:00 a.m. o'clock, for the purpose of receiving Report of the Directors, Balance Sheet and Profit and Loss Account for the period ending 31st May, 1953, and the Report of the Auditor thereon, the Election of Directors and appointment of Auditors, Macintosh, Ross & Co., Chartered Accountants, Calgary, Alberta, successors to William F. Reid & Co., Chartered Accountants, Calgary, Alberta, presently under appointment, and the transaction of such other business as may properly come before the meeting.

The Transfer Books of the Company will be closed from September 25th, 1953 to September 30th, 1953, inclusive.

DATED at Calgary, Alberta, this 14th day of September, A.D. 1953.

By Order of the Board of Directors.

H. E. HOWARD, F.C.A.,
Secretary.

# Free Market Needed For Wheat Sales In Face of Big Supplies, Lower Demand

*In the face of larger supplies and lowered demand, the present system of marketing Canadian wheat should be changed, Stanley N. Jones, president of the Winnipeg Grain Exchange, declared in his address to the annual meeting of the Exchange last week. Here is a digest of his address:*

**By STANLEY N. JONES**

The crop year which ended on July 31 was one which in production excelled all records.

In the handling and marketing of almost an astronomical total, the grain trade co-operated with government, the Wheat Board and every other agency to assist in providing the best of service for the producer and the consumer. These facilities provided by the Trade are the property of individuals and companies who are part of that great institution of private enterprise.

It is the belief of many that while a very large volume was disposed of under the present system, had marketing been conducted through free markets, free of restrictive devices, a larger proportion of the total prairie marketings would have gone into consumption. In this connection it is worthy of note that the export totals showing the greatest percentage of increase were those of oats and barley, which were sold through the marketing facilities of the Winnipeg Grain Exchange and distributed by private companies and organizations.

The all-time record for export of wheat is that of the 1928-29 crop when 407 millions of bushels were sold outside Canada, some 20 millions more than in the year just passed — and marketed without quotas, control of railways and ships and without creating storage problems such as we have today. Further, the price level in 1928-29 was from $1.30 to $1.60 per bushel. In relation to the cost of what the farmer had to buy, this made the purchasing power of a bushel of wheat about 20% greater than it is today.

**International Agreement**

The past crop year saw the end of the four year International Wheat Agreement which began on Aug. 1, 1949, in which exporting and importing nations engaged in a vast international cartel in wheat, which was to solve the wheat marketing problems of the whole world.

It would appear that that problem is still with us, in spite of the Agreement having operated in the greatest sellers' market of all history. It may be that the end of the crop year just past has seen, at least for the immediate present and the near future, a turn in the trading position which has since the end of the war favored the exporting countries. It would appear that we are now in a buyers' market and that the selling of wheat which for seven years has been comparatively simple when offered to customers far below market levels is now likely to be found quite difficult.

The merits and the disadvantages of the present marketing system have been discussed and debated on many occasions by representatives of the Exchange and there can be no point in repeating them here and now except to say that nothing in the experiences of the past year could alter or amend the views expressed or the opinions held previously.

Solely as a matter of record and following the precedent of each year since 1947, it should be said that further deficiences in returns to farmers on wheat must be added to the total of loss accumulated under Government to Government marketing. Suffice to say that in the year 1952-53 this deficiency, comparing the total payment, as forecast by a Cabinet Minister lately, with Class II price, will be approximately 32 cents per bushel.

Thus, since the end of the war and while overseas nations have been heavily dependent upon imported supplies, prairie farmers have taken a heavy discount in a vain hope that they would be assured of a ready and constant market at a stabilized price from year to year and far into the future.

The extent of this discount, after making allowances for Wheat Board administrative operation costs, of about four cents per bushel, is approximately 40 cents on each and every bushel marketed by farmers since Aug. 1, 1946.

Growers were persuaded that this sacrifice would pay dividends when the world position turned in favor of the buyer. It is too early to say with certainty that this testing time is here, but there is mounting evidence that it may not be far distant, when the total extent of this sacrifice may be measured.

With regard to the immediate future and the very large crop indicated in this present crop year 1953-54, I wish to repeat the suggestion made by The Financial Post, of Toronto, which I quoted one year ago, an editorial which said in part: — "One thing is sure: we are going to have to push sales and push them hard if we hope to move this crop. We are going to need every possible market throughout the world . . . Can we hope to carry out this big job with the present marketing machinery? Can we hope to do it with all marketing in the hands of the government monopoly? If we are going to need new marketing channels, now is the time to reopen them."

That advice was not accepted and it is apparent that our marketing officials have a selling job on their hands such as has not been necessary since the end of the war. The day when the chief problem of the government monopoly was to get grain into waiting ships is past and gone. But as in the past, the grain trade is ready and willing to assist with all its facilities and experience, but even this will not solve the problem for there are other factors now present which react against the successful marketing and distribution of prairie crops.

**United Kingdom Attitude**

The deadlock which developed in the negotiations for the continuance of the International Wheat Agreement resulting in the withdrawal of the United Kingdom and that country's resolve to return trading in grain to private hands came at a time when stocks were piling up almost everywhere and when many countries that have been importers were reaping or expected to reap good crops — and in some cases have become almost self-sufficient so far as grain supplies are concerned.

To many observers, it has seemed ill-timed that prices should be raised under such circumstances, an action which would be most unlikely to cause buyers to rush in to purchase their supplies.

Further, the world wheat supply position at July 31 was far in excess of normal for it included a Canadian carryover of 354 millions, equal to 1944 and exceeded only in 1941, 1942 and 1943; — and a U. S. A. total of 559 millions, the third largest of record, which together with carryovers in the other two major exporting countries total more than one billion bushels, to which must be added crops now being harvested.

Another factor to contend with is that British importers, our best customers, are under no immediate compulsion to purchase supplies as they apparently have sufficient stocks on hand of cheap I.W.A. wheat purchased under the last agreement to carry them for a time.

There is a possibility that the American support plan may prop price levels there for the near future, with a beneficial reaction on Canadian prices. But it is a matter of some doubt that Canada should continue to base her prices for her hard wheat on the United States hard winters and springs which are likely to be consumed almost entirely in that country and will have no relation to conditions in our markets, almost completely export. There is danger that adherence to the basis of a U. S. wheat grade in short supply for export may price us out of the market.

It is also possible that too little attention has been paid to the deeply underlying motives of the British importer, who, while undoubtedly believing that prices will be lower, has for his first aim the improving of the position of Britain among the trading nations of the world, so that in so far as grain is concerned London may once again become the world's leading international transit market and fulfill once more its function as a supplier to the continental markets. For this eventuality plans have been matured including the necessary financing arrangements through the Bank of England. Canada should be vitally interested in assisting Britain to achieve this aim, as the United Kingdom is traditionally Canada's best customer so we should place no restrictive obstacles in the way of their program which can do no other than react to our advantage.

**Change in Selling Proposed**

In the absence of open market facilities which permit of flexibility under all circumstances, present day selling to have any degree of success must be altered to conform with the changing conditions of large supplies and lowered demand. The great important change would be the utilization of Canadian exporters as merchants rather than as agents, with incentives which, thought to be adequate when buyers were keen, can not be sufficient when sales from large stocks are imperative.

The situation has developed to the point that the grain tie-up has become of national rather than prairie importance, which can adversely affect the whole Canadian economy, for under government control and monopoly, price no longer has influence upon acreage. Heavy country stocks, a new crop and the inability of the farmer to deliver and get paid for his wheat could bring about a smaller seeded acreage next year with a resultant drop in prairie income and consequent harmful effect upon all lines of endeavor in this nation.

As in 1930 and 1931 we hear from various sources that "all is well" but there should be no complacency about the situation. Far too many have succumbed to what Donald Gordon, President, Canadian National Railways, remarked upon at Vancouver a few days ago 'that long exposure to an environment of control may induce an unquestioning state of mind, a cosy and all too comfortable feeling of security, a fatalistic attitude of accepting conditions because they have endured beyond the reach of memory."

If our problem today is a national problem, and I believe it is, and not one of the three prairie provinces alone, it constitutes a challenge to everyone, for everyone in business, industry, labor, the professions, agriculture — everyone has a stake in its outcome, its solution. Everyone should be concerned — for Grain Business is everyone's business.

## DIVIDEND NOTICES

### THE CALGARY & EDMONTON CORPORATION LIMITED

NOTICE is hereby given that a dividend of five cents per share was declared on the 2nd day of September, 1953, payable on the 15th day of October, 1953, to shareholders of record at the close of business on the 11th day of September, 1953.

By Order of the Board.

CHAS. E. REECE,
Secretary.

Dated at Winnipeg, Manitoba, this 2nd day of September, 1953.

### Bond Tenders

**12 noon, Sept. 10, 1953, Government of Canada Treasury Bills**—Payable Dec. 11, 1953, and June 11, 1954, $40,000,000. Dated Sept. 11, 1953.

# Grain Prices

## Chicago Futures

Week to September 14, 1953

| Crop year from Aug. 1, 1952 High | Low | | High for week | Low for week | Close Sept. 14 |
|---|---|---|---|---|---|
| | | **Wheat—** | | | |
| 2.47¼ | 1.75 | Sept. ... | 1.95¼ | 1.87¼ | 1.87¼ |
| 2.40¼ | 1.81 | Dec. .... | 1.99¾ | 1.91¾ | 1.91¾ |
| 2.37¼ | 1.85¼ | Mar. .... | 2.01¾ | 1.94¼ | 1.94¾ |
| 2.21 | 1.86¾ | May .... | 1.99¼ | 1.93 | 1.93¼ |
| 1.94¼ | 1.87 | July .... | 1.92½ | 1.87 | 1.97¼ |
| | | **Corn—** | | | |
| 1.76½ | 1.43½ | Sept. ... | 1.60 | 1.54½ | 1.55¼ |
| 1.64½ | 1.33¾ | Dec. .... | 1.50 | 1.44 | 1.44¼ |
| 1.57⅝ | 1.37 | Mar. .... | 1.53¼ | 1.47 | 1.47 |
| 1.54¾ | 1.38⅜ | May .... | 1.54¾ | 1.48⅛ | 1.48⅛ |
| | | **Oats—** | | | |
| .84¾ | .68 | Sept. ... | .74 | .73 | .73½ |
| .79¾ | .71¼ | Dec. .... | .75¾ | .73¾ | .73¾ |
| .79¼ | .72⅜ | Mar. .... | .76⅛ | .74⅜ | .74⅜ |
| .78 | .70¾ | May .... | .74¼ | .72⅜ | .72½ |
| .79¾ | .68 | July .... | .69½ | .68⅛ | .68⅛ |
| | | **Rye—** | | | |
| 2.04 | 1.01 | Sept. ... | 1.13¼ | 1.04¼ | 1.04½ |
| 1.79¼ | 1.07¼ | Dec. .... | 1.18¾ | 1.08¾ | 1.09¼ |
| 1.59¾ | 1.14 | Mar. .... | 1.23¾ | 1.14 | 1.14 |
| 1.53¼ | 1.16 | May .... | 1.26½ | 1.16 | 1.16¼ |
| 1.25 | 1.17½ | July .... | 1.28 | 1.17¼ | 1.17¼ |
| | | **Soybeans—** | | | |
| | | Sept. .... | 2.64¼ | 2.53¾ | 2.55¾ |
| | | Nov. .... | 2.60 | 2.53¾ | 2.54¾ |
| | | Jan. .... | 2.61 | 2.55¼ | 2.55¾ |
| | | Mar. .... | 2.61¼ | 2.55¼ | 2.55½ |
| | | May .... | 2.58¼ | 2.51½ | 2.51½ |

## Chicago Cash

| | For Week Sep. 14 High | Low | Prev. week High | Low |
|---|---|---|---|---|
| **Corn—** | | | | |
| 2 Yell. ........ | .... | .... | 1.68 | 1.67 |
| **Oats—** | | | | |
| 1 H. Wh. ..... | .80 | .79½ | .81½ | .80¾ |

## Winnipeg Futures

Week to September 14, 1953

| Crop year from Aug. 1, 1952 High | Low | | High for week | Low for week | Close Sep. 14 |
|---|---|---|---|---|---|
| | | **Oats—** | | | |
| .77⅞ | .68½ | Oct. .... | .72¼ | .71 | .71 |
| .77⅞ | .67½ | Dec. .... | .69¾ | .68¼ | .68¼ |
| .72¼ | .67½ | May .... | .69⅞ | .68⅛ | .68⅛ |
| | | **Barley** | | | |
| 1.20⅜ | 1.07⅞ | Oct. .... | 1.10¼ | 1.08 | 1.08¼ |
| 1.15¼ | 1.01¼ | Dec. .... | 1.04⅜ | 1.01½ | 1.01⅞ |
| 1.11⅜ | 1.01 | May .... | 1.04 | 1.01 | 1.01¼ |
| | | **Rye—** | | | |
| 1.74 | .97⅜ | Oct. .... | 1.09¾ | 1.03¼ | 1.03¼ |
| 1.53 | .98⅛ | Dec. .... | 1.09⅞ | 1.03⅜ | 1.03¾ |
| 1.32¾ | 1.03¾ | May .... | 1.14⅞ | 1.08⅜ | 1.08⅞ |
| | | **Flax—** | | | |
| 3.20½ | 2.76⅞ | Oct. .... | 2.94½ | 2.82 | 2.82¼ |
| 3.13 | 2.68½ | Dec. .... | 2.87¼ | 2.68½ | 2.68½ |
| 2.94⅜ | 2.71 | May .... | 2.88¾ | 2.71 | 1.08⅛ |

## Winnipeg Cash

| | For Week Sep. 14 High | Low | Prev. week High | Low |
|---|---|---|---|---|
| **Oats—** | | | | |
| 2 C. W. ........ | .73⅜ | .72¼ | .73½ | .72 |
| 3 C. W. ........ | .70⅜ | .69¼ | .70 | .69 |
| **Barley—** | | | | |
| 1 Feed ........ | 1.06⅜ | 1.04¾ | 1.07¼ | 1.06½ |
| 2 Feed ........ | 1.05⅜ | 1.04 | 1.06⅜ | 1.06 |
| 1 Malt ........ | 1.24¼ | 1.23½ | 1.20¼ | 1.24 |
| **Rye—** | | | | |
| 2 C. W. ........ | 1.06⅜ | 1.02⅜ | 1.04 | .99⅜ |
| 1 C. W. ........ | 1.06⅜ | 1.02⅜ | 1.04 | .99⅜ |

# Traders Finance 5½% Debentures Offered At Par

A $4 million issue of 5½% sinking fund debentures of Traders Finance Corp. is being offered at par through a syndicate headed by McLeod, Young, Weir & Co. The debentures are due Oct. 1, 1969; proceeds are being used for general corporate purposes.

Outstanding capitalization at Sept. 8, 1953, including the new issue, consists of $103,450,000 collateral trust notes (excluding Series C notes which represent borrowings in the ordinary course of business); $23,894,500 sinking fund debentures; $3.5 millions 4½% preferred stock; 837,958 n.p.v. Class A shares; and 240,000 n.p.v. Class B shares.

According to the prospectus, balance of earnings available for interest on sinking fund debentures has averaged $4,680,986 annually for the five-and-a-half year period ended June 30, 1953. Maximum annual interest requirements on the sinking fund debentures outstanding on completion of the new financing total $1,161,624.

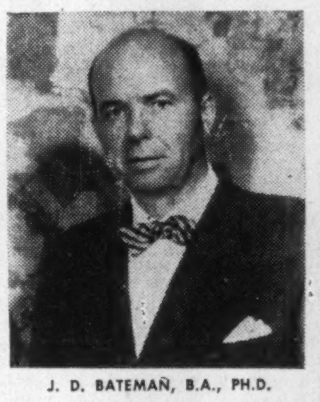
Net earnings for the first half of this year, according to prospectus, were $2,533,562; for the full year 1952, $3,805,989.

**JOLIETTE, QUE.** has sold $112,000 3% bonds due July 1, 1954-63, and $168,000 4% due 1964-73, to Credit Interprovincial Ltd. at 93.69. Net cost 4.5%. Proceeds for waterworks, pavings, etc. Net funded debt at Dec. 31, 1952, $2,010,238. Population, 18,000.

**COBOURG, ONT., SEPARATE SCHOOL BOARD**, has sold $130,000 5¼% debentures dated Oct. 1, 1953, due 1954-73, to J. L. Graham & Co. Cost of borrowing 5.28%. Proceeds for school additions.


Announcement

### ELECTED TO PRONTO URANIUM MINES LIMITED BOARD



J. D. BATEMAN, B.A., PH.D.

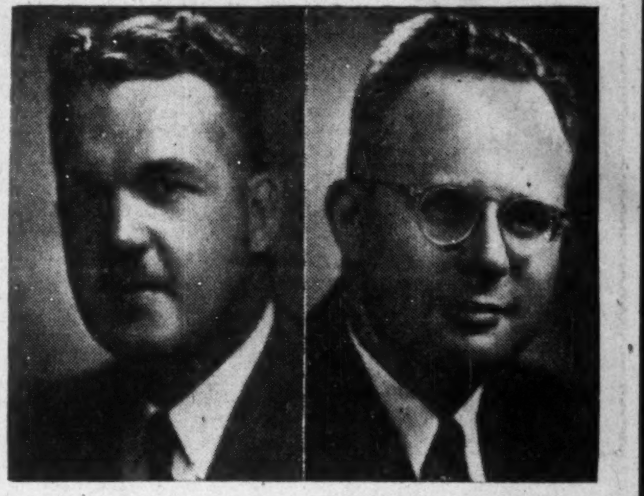
The election of Dr. J. D. Bateman, Geologist, to the Board of Directors of Pronto Uranium Mines Limited is announced by W. H. Bouck, President of the Company.

Mr. Bateman is a member of the geological staff of Ventures Limited and its associated companies. Awarded the Barlow Memorial Medal of the Canadian Institute of Mining and Metallurgy, 1944, Mr. Bateman prior to joining the Ventures organization in 1945 had been associated with such companies as International Nickel, Hollinger, McIntyre Porcupine and Sylvanite.

Well known in the engineering publications field, Dr. Bateman has authored approximately 40 professional papers published in both government and private media in Canada and the United States. He is a Fellow, Geological Society of America, and Geological Association of Canada; Member Society of Economic Geologists.



Announcement



ROBERT L. ARMSTRONG, LL.B. THOMAS M. ROBERTS, B.Com.

Announcement is made by J. Wilson Berry, President and General Manager of the Guaranty Trust Company of Canada, of the promotion of Robert L. Armstrong to the position of Manager of the Toronto office of the Company. He succeeds Allan B. Ramsay, LL.B., an Assistant General Manager of the Company who will now devote his full time to that position. Mr. Armstrong is a graduate in law from the University of Dalhousie. He joined Guaranty Trust eight years ago after distinguished service with the R.C.A.F. He has been Manager of the Corporate Trust Department of the Company. At the same time it is announced that Thomas M. Roberts has been promoted to the position of Transfer Officer at Toronto. Mr. Roberts joined the Company in 1949 following his graduation in Commerce and Finance from the University of Toronto.


# Calgary Drive-In Stock Offered

A $325,000 offering of its common stock has been made by Chestermere Development Ltd., a Calgary firm planning to construct a drive-in theatre, restaurant, motel and service station on a 25-acre site at Chestermere Lake, eight miles east of Calgary.

Authorized capitalization of newly formed company is one million shares, par $1. Five directors' shares have been issued for cash, 215,000 issued for property, plans, etc., and escrowed, 459,995 in treasury, and 325,000 offered for cash. Company is allowing a selling commission of 20% of the selling price on this offering.

Minimum subscription on which directors may proceed to allotment is $25,000.


HALLET & CAREY LIMITED
GRAIN SHIPPERS AND EXPORTERS
GRAIN FUTURES
Owners and Operators
Fort William Terminal Elevator Co. Ltd.
and Powell Transports Ltd.
Head Office—563 Grain Exchange, Winnipeg, Man.
Affiliated Companies—Fort William, Ont., Montreal, Que., Vancouver, B.C.



N. M. PATERSON & SONS LIMITED
Grain Division
Grain & Coal Merchant
Steamship Division
Carriers of All Bulk Cargoes
Fort William, Ont. Winnipeg, Man. Montreal, P.Q.



FEDERAL GRAIN LIMITED
AND
THE ALBERTA PACIFIC GRAIN CO. (1943) LTD.
WINNIPEG CALGARY
Country Elevators located in all Prairie Provinces, and Terminals at Fort William, Port Arthur and Vancouver. Cereal and Forage Seed Plant at Winnipeg.
We invite your inquiries regarding feed and seedgrain.



*NEW ISSUE*

**$12,000,000**

**Province of Manitoba**

**4¼% Sinking Fund Debentures**

To be dated October 1, 1953

To mature October 1, 1968
(callable at 100 and interest on or after October 1, 1966)

Principal and half-yearly interest (April 1 and October 1) payable in lawful money of Canada at the Principal Office of the Province's Bankers in Toronto, Montreal, Winnipeg, Vancouver, Calgary, Regina, Saint John, Halifax, Charlottetown or St. John's at holder's option. Coupon Debentures in denominations of $100,000, $25,000, $5,000, $1,000 and $500 with provision for registration as to principal.

A Sinking Fund will be established toward the retirement of the issue at a rate of Two Per Centum (2%) per annum.

Legal Opinion—Messrs. Manning, Mortimer, Mundell and Reid

**Price: 100 and interest to yield 4.25%**

We, as principals, offer these debentures, if, as and when issued and accepted by us and subject to the approval of counsel.

Subscriptions will be received, subject to rejection or allotment in whole or in part and the right is reserved to close subscription books at any time without notice.

It is expected that debentures in interim form will be available for delivery on or about October 1, 1953.

Descriptive circular available upon request.

Equitable Securities of Canada Limited — Burns Bros. & Denton Limited — Harris & Partners Limited
Anderson & Company Limited — Greenshields & Co Inc — Oldfield, Kirby & Gardner Limited
Osler, Hammond & Nanton Limited
Gairdner & Company Limited — W. C. Pitfield & Company Limited
R. A. Daly Co. Limited
J. L. Graham & Company Limited — Bankers Bond Corporation Limited — Credit Interprovincial Limitée

OIL LEASES and ROYALTIES

For those wishing to invest in Alberta Oil, we are marketing well-located Oil Leases and both producing and non-producing Royalties.

OIL SERVICES

*We offer at competitive rates:*

1. Registered engineering and geological services.
2. Acquisition of surface rights.
3. Obtaining and arranging of drilling contracts.
4. Complete charge of drilling operations, completion of wells, trucking, etc.
5. Complete accounting, operating and marketing services.
6. Immediate service on any management or field detail.

Perry & Buchta

*"The House of Royalties"*

237 Tegler Bldg., Edmonton Ph. 27723-28583



Davis

MAGNETIC CONTROLS

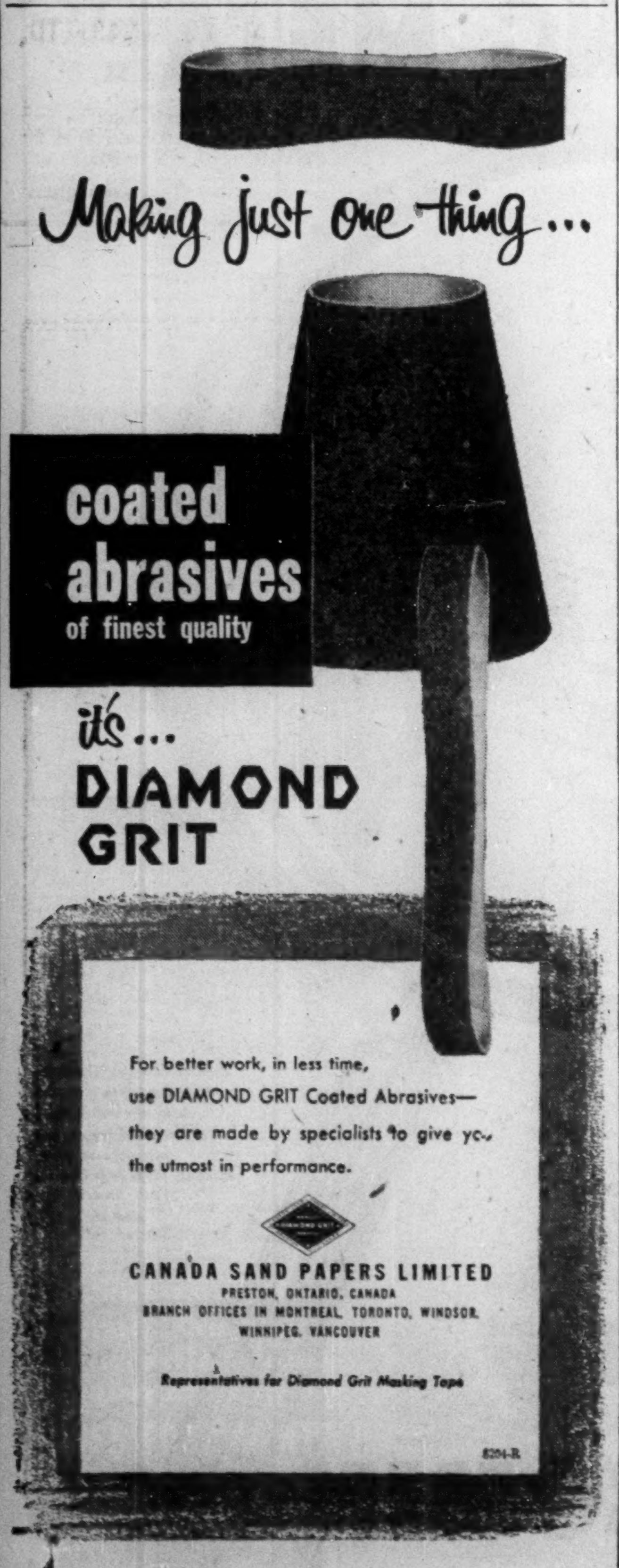
Include relays from one ampere up to 5,000 ampere contactors, single pole to 24 pole, mechanically or magnetically held single or double throw.

ORDER FROM YOUR SUPPLIER

Davis AUTOMATIC CONTROLS Limited

HEATING REFRIGERATION INDUSTRIAL — 4251 DUNDAS STREET WEST, TORONTO — 1405 BISHOP ST., MONTREAL

Davis Automatic Controls Improve Performance





**MINING INVESTMENTS**

# Steam Out Of Mine Mart New Projects May Suffer

With base metal, uranium and gold stocks all breaking into new low ground again this week, additional funds for development of new mining properties will likely become much more limited for a time at least.

Most of the more speculative uranium and base metal issues were fairly well financed in earlier stages of the 1952-53 boom, however, and current programs of work won't usually have to be curbed for some time to come. But for some of the speculative favorites which have been unable to find a "pay off" in terms of an ore body, there will probably be a quest for new ground.

Some market authorities see the present trend as definitely downward both in New York and Toronto. New York has been able to show a greater ability to rally than Toronto which suggests that the adjustment in Toronto might be drawn out longer than in the U. S.

The mining market decline in Toronto is now of the forced liquidation character which can cause additional uncertainty. Chronologically, unsettlement in oil issues appeared to upset the Canadian mining market initially. Then when mining issues became unsettled, additional weakness in in the oils again boomeranged on the mining market.

* * *

***Okay Brunswick Deal***

With shareholders of Brunswick Mining & Smelting Corp. placing their stamp of approval on the acquisition of 529 additional claims in New Brunswick (including the group holding the Anacon-Leadridge ore body), officials were busy this week cleaning up final details of the merging of interests.

Approval of the deal assures a loan of $7.5 millions from St. Joseph Lead Co. with $25 millions of borrowing contemplated in the over-all financing plan.

Brunswick officials estimate that 70 million tons of ore has been indicated in the two major ore bodies to be placed in production by the company. Both possess excellent grade, the Anacon-Leadridge ore body being of slightly better grade than the Brunswick original ore body.

* * *

***Bancroft Boom***

Eastern Ontario's uranium boom in the Bancroft region is proceeding at quite a pace these days.

Centre Lake Uranium is continuing its underground program and underground results are reported unofficially to have been better than anticipated.

Macassa Mines, which recently purchased the Bob Campbell ground adjacent to Centre Lake, has a diamond drill program under way following an airborne Scintillometer survey.

Diamond drilling is proceeding at the Faraday property of Pole Star Mines with results reported encouraging.

Rare Earth Mining Corp., privately-financed company sponsored by Jenkin Evans & Co., Toronto, has had another $25,000 placed in its treasury and is diamond drilling again. A Scintillometer grid survey crew started work 10 days ago, 3,000 ft. of stripping is being done with bulldozer and 20 to 25 holes are expected to be completed in the present drill program under a contract which specificies a minimum of 5,000 ft.

Last drilling verified the main zone for 1,300 ft. of length, open at both ends, with widths ranging from 4 to 10 ft. There was 1,002 tons shown to the vertical foot in a length of 400 to 500 ft. A 5-ton bulk sample ran 0.175% $U_3O_8$ or $24.50 per ton. Rare Earth is interested in other minerals, cerium, thorium and zirconium, as well as the uranium.

Strategic Materials Corp., headed by John C. Udd, has work under way on three groups of properties south of Fission Mines. The optioned Blue Rock property is also being examined. The Udd interests are scheduled to commence drilling shortly.

* * *

***Continue Nickel Controls***

The United States battle over nickel controls has been settled for the time being. Controls are to continue until Oct. 1 at least.

Nickel studies being made by the U. S. Government on its domestic nickel supply-demand picture cannot be completed for some time. The Office of Defense Materials has asked for certain additional material to be brought together to show the effect a decontrol of nickel would have on the defense program and civilian economy.

In view of the time that must elapse between a decision and its effective date, Oct. 1 is the earliest effective date for possible decontrol of nickel in the United States.

# Preston Drills Find Ore In Basal At Quirke Lake

Ten drill holes have now been completed at the Quirke Lake property of Algom Uranium Mines controlled by Preston East Dome Mines and associates. It now appears that the lower basal zone is starting to make ore as well as the two bands which returned ore-grade intersections earlier.

The most promising sections in the latest four holes completed are as follows:

| Hole No. | Footage | Width | Scint. Reading |
|---|---|---|---|
| Q-7 ..... | 35.0- 50.8 | 15.8 | 100-300/45 |
| | 62.0- 72.0 | 10.0 | 80-120/45 |
| Q-8 ..... | 34.5- 40.5 | 6.0 | 85-250/40 |
| | 52.0- 65.0 | 13.0 | 150-200/55 |
| | 81.5- 89.0 | 7.5 | 190-260/50 |
| Q-9 ..... | 27.0- 39.0 | 12.0 | 120-200/40 |
| | 43.0- 50.0 | 7.0 | 105-260/40 |
| | 61.0- 66.0 | 5.0 | 150/50 |
| | 36.0- 47.5 | 11.5 | 100-230/45 |
| Q-10 .... | 56.0- 67.5 | 11.5 | 130-250/45 |
| | 82.8- 97.0 | 14.2 | 90-200/45 |

The three sections which kicked well in both holes Q-8 and Q-9 will be noted.

A summary of assay results received to date on earlier holes is as follows:

| Hole No. | Footage | Width | Grade % | Value $ |
|---|---|---|---|---|
| Q-1 ..... | 25.0-43.0 | 18.0 | .065 | 9.43 |
| | 57.0-69.0 | 12.0 | .062 | 8.99 |
| Q-2 ..... | 35.8-50.0 | 14.2 | .112 | 16.24 |
| | 64.3-75.0 | 10.7 | .061 | 8.84 |
| Q-3 ..... | 33.3-41.5 | 8.2 | .202 | 29.[illegible]9 |
| Q-4 ..... | 40.0-55.0 | 15.0 | .130 | 18.85 |
| Q-5 ..... | 34.3-42.0 | 7.7 | .182 | 26.59 |

Two additional diamond drills have been ordered — one from Canadian Longyear for the west side of Pecors Lake and one from N. Morissette for the Quirke Lake showing.

At Pecors Lake, the three most recent holes—on the east side of the lake—have returned results as follows:

| Hole No. | Footage | Width | Scint. Reading |
|---|---|---|---|
| P.W.-15 . | 189.5-193.0 | 3.5 | 45-125/20 |
| P.W.-16 . | 169.0-172.0 | 3.0 | 70-110/20 |
| P.W.-17 . | 92.0- 93.5 | 1.5 | 65/15 |

The zone has been traced for 1,000 ft. but the pebble conglomerate zone decreased in width.

No assay results from previous holes were received by the management during the Sept. 1-8 period.

At Elliot Lake line cutting, geological mapping and preparation for rock trenching has been under way.

On the basis of the first five holes drilled at Quirke Lake, the Preston East Dome-Technical Mine Consultants management has been able to make a first estimate of indicated ore reserves.

The first five holes cover only a short distance along the east-west striking structure, where two (and now three) parallel ore sections are now being investigated.

**Estimate to Date**

In computing the first estimate, F. R. Joubin, the managing director of Technical Mine Consultants, advises that only the average for the upper ore zone has been calculated to date and this is estimated to contain 75,000 tons of 0.123% U3O8 a material equivalent to $17.73 per ton. However, the lower ore zone will probably yield similar ore tonnage and value figures, Mr. Joubin thought and would therefore double the ore reserve figure announced.

Drilling is proceeding easterly with drill setups spotted at approximate 100-ft. centres with an incline and vertical hole, each designed to test 100 ft. of zone down dip, being drilled in each section.

Current drilling is located in the aproximate centre of the favorable conglomerate horizon which has been traced east-west for about 14,000 ft. by geological reconnaissance mapping work.

## Texas Well Aids Cdn. Companies

Four zones of potentially commercial production have been located through deepening of Beersheba No. 2 well in Harris County, Texas, in which Consolidated Cordasun Oils is interested.

In the section 9,662 to 9,686 ft., there was a 4-ft. shale break between 9,670 and 9,674 ft. with the sands stated to be very clean and oil flowing with the mud. From 9,748 to 9,760 ft. there was well developed sand for possibly 8 ft. with high gas counts and from 9,816 to 9,836 ft. there was well developed sand from 20 ft. while gas and free oil flowed with the mud. High readings were recorded here by the mud wagon in attendance at the well. From 10,155 to 10,200 ft. there was well developed sand with medium high petroleum counts and from 10,224 to 10,238 ft. there was well developed sand and free oil flowed with the mud, it is stated.

The well bottomed at 10,334 ft. and production casing is now being set. An official test will be run later. Besides Consolidated Cordasun, Hy-Charger Petroleums, Jasper Oil Corp., New Concord and Sweet Grass Oils are interested in the well and acreage.

**SNARE RIVER MINES** has uncovered a radioactive zone at its Marian River property for a length of 100 ft. and with an average width of 6 ft. Selected samples range from 0.02 to 3.46% $U_3O_8$. A 15-ft. long bulk sample chipped from a high grade section assayed 0.88% or $127.60 per ton. N. W. Byrne, consulting engineer, advises that "the proximity of this occurrence to the principal showing on the Beta group under development by American Yellowknife and Lodge Uranium Mines, some 2,000 ft. northeast, and to the anomaly now being drilled by Fleetwood Yellowknife Mines, less than 1,500 ft. to the east on the Marian River fault, would indicate that No. 1 zone of Snare River Mines has a better than average chance of developing an ore shoot within structures that are related to the major fault movement in the area."

## Rix Securing Best Ore Yet In Two Raises

While lateral headings are reported in good ore at Rix Athabasca Uranium Mines, the big news continues to be the exceptional grade of ore being encountered in two development raises.

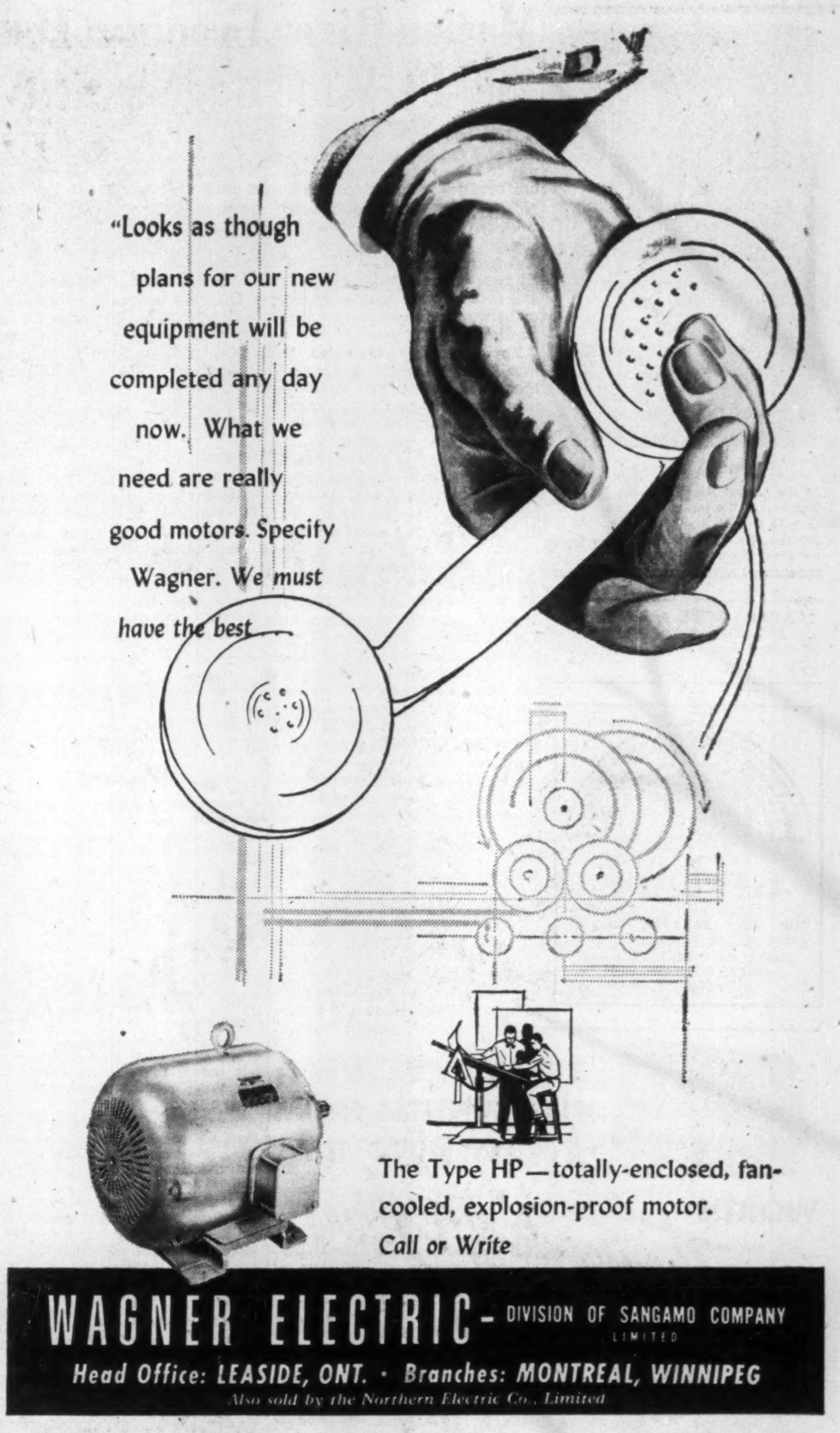
The east raise has been advanced a total of 43 ft. with values over the first 35 ft. averaging 0.30% $U_3O_8$ or $43.50 per ton. The west raise is up 80 ft. with the first 65 ft. averaging 0.84% $U_3O_8$ equivalent to $121.80 per ton. Both raises are continuing in good values with strong red alteration and breccia indicated both sides of the main cross structure.

Paul E. Young, chief engineer of Technical Mine Consultants Limited reports slashing has started on the second level west crosscut north on the west side. High Scintillometer readings are being obtained as advance progresses.

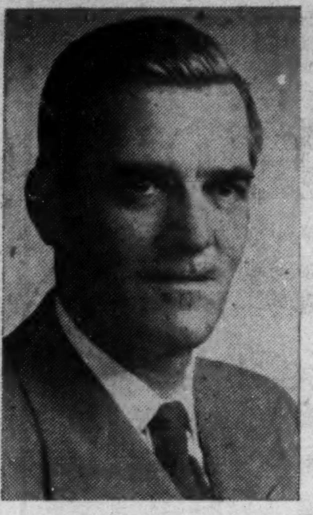
Drill Hole R-244, testing the 201 ore zone located between the Smitty, Leonard ore bodies at depth on section with R-221, cut the main structure at 450 ft. returning a zone width of 28.5 ft. averaging $7.25 per ton.

Supplies of pipe, rail and machinery required for expansion of the Smitty underground development are arriving in quantity, Mr. Young added.

**L'ABORD-A-PLOUFFE, QUE.** has sold $122,000 4¼% bonds due Sept. 1, 1954-63, and $603,000 4½% due 1964-68, to Credit Anglo Francais Lt. at 93.43. Net cost 5.18%. Proceeds for sewers. Net funded debt at Dec. 31, 1952, $325,272. Population, 4,875.



Announcement



FRED H. JOHNSON

At the Annual Meeting of the Board of Directors of the Lufkin Rule Company of Canada Limited, Barrie, Ontario, Fred H. Johnson, General Manager of the Company was elected Vice President.

**CANADA WIRE & CABLE CO.** had 2,925 Class A and 204,150 Class B shares outstanding at Aug. 31, 1953.

# Marian River Uranium Hole Encourages 200-Ft. Wide Radioactivity Encountered

With two companies now drilling and another expected to commence before weekend, the uranium boomlet in the Marian River sector, Yellowknife Mining district, N.W.T., is rapidly taking on size.

A fourth organization is reported negotiating a drilling contract and several other companies have embarked upon extensive surface exploration programs.

First company to enter the area in the present uranium rush, Fleetwood Yellowknife Mines has now completed two diamond drill holes, and while assays are still awaited, both are stated by the field engineer to show radioactivity comparable to the high values obtained at surface over substantial widths. The first hole was highly radioactive over a 200-ft. section, it is reported.

**Motsen Drilling**

A subsidiary of Nesbitt Thoson Co., Motsen Syndicate, is reported to have commenced drilling but results are not available as yet. Altomac Uranium Mines, on strike of Fleetwood to the southwest, has signed a diamond drilling contract with Boyle Bros. and hopes to have drill going by Sept. 19 to test at depth the high-grade zones revealed in surface exploration.

Negotiating a drilling contract is Starlight Mines, immediately adjoining Fleetwood on the northeast. The Lieberman Syndicate and others are actively carrying out surface prospecting and exploration.

Activity in the area was sparked by Fleetwood which earlier this year obtained assays ranging from $226 to $459 per ton over widths of from 10 ft. to 25 ft. A 1,500-lb. bulk sample was taken from 25 trenches blasted in a zone which has now been opened up for approximately 3,600 ft. and was sent to Ottawa for analysis. It returned an average chemical assay of 0.92% or $133.40 per ton. A diamond drilling contract was then let to Inspiration Mining & Development.

**40 Starlight Showings**

On the adjoining Starlight Mines property, surface work has revealed 40 radioactive showings, with the first samples returning the following values by chemical analysis: 0.58% ($84.10). 1.01% or $146.45, 3.80% or $551.00, 4.40% or $638.00, 1.09% or $158.05, trace, 0.22% or $31.90 and 6.32% or $916.40.

A separate article gives information on results being secured by American Yellowknife Mines. Other companies active in the area include Radiore, Snare River Mines and Goldcrest Mines, each of which has work under way.

The uranium oxide is found in the basic granites in the Marian River area. Although exploration had been carried out as early as 1948, and uranium had been noted, the present serious work was not assured until last year when the Lieberman Syndicate acquired what was considered the most promising ground. The results obtained late in 1952 were sufficiently encouraging and impressive that the Syndicate and its associates acquired stakings covering a length of 8½ miles on strike.

Both hydro-electric power and water transportation can be counted on for the area.

The Snare River power plant of the Federal Government is not far distant while the area is subsidiary to Great Slave Lake. An all-weather highway extends to Great Slave Lake from rail head which means part road facilities as well as an all-water transport route.

Approximately 60 square miles of ground have now been staked in the Marian River camp.

# Company Reports

**To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.**

## Mining

**CHROMIUM MINING & SMELTING CORP.** showed a sharp drop in profit transferred to reserve in the year ended April 30, 1953. This was $243,341 against $450,763 a year earlier. The steel strike, continued price stabilization to Dec. 1, 1952, and retroactive wages had adverse effects on earnings. However, there was an unaudited consolidated net profit of $255,240 for the three profit of $255,240 for the three a $3,545 loss the preceding nine months after depreciation but before taxes.

An unaudited consolidated net profit of $403,144 after depreciation but before taxes was realized in the three months ended July 31, 1953.

Included in Chromium & Smelting Corp. revenues for the first time is royalty income from the American subsidiary which amounted to $257,625 for the period.

Pacific Northwest Alloys Inc. hoped to be in partial production by Sept. 1, 1953, with ferroalloys and exothermic products to be turned out. Availability of power is expected to be the limiting factor as regards maximum production. Following termination of magnesium production for the U.S. Government, the Mead plant was leased from the U.S. Government for production of the company's own products.

A consolidated profit and loss statement for the year ended April 30, 1953, shows a $14,273 net profit on gross sales of $7,851,111.

**INCOME ACCOUNT**

| Years Ended Apr. 30: | 1953 | 1952 |
|---|---|---|
| Oper. profit | $675,660 | $1,163,333 |
| Add: Subs. int. | 30,658 | 23,715 |
| Subs. royalties | 257,625 | ...... |
| Less: Interest & bank charges | 246,319 | 206,707 |
| Empl. sav. & pen. fd. | 35,832 | 59,532 |
| **Net oper. profit** | 681,792 | 920,809 |
| Add: Sundry revenue | 43,910 | 26,954 |
| Less: Depr. & amort. | 399,275 | 450,000 |
| Can & U. S. taxes | 43,086 | 47,000 |
| **Net profit** | ▲243,341 | ▲450,763 |

▲Transferred to reserve for depreciation and amortization, plus, in 1953, $10,309, and in 1952, $60,000 transferred from other reserves.

**CONDENSED BALANCE SHEET**

| As at Apr. 30: | 1953 | 1952 |
|---|---|---|
| Cash | $168,089 | $55,838 |
| Accts. rec. | 281,251 | 187,238 |
| Accts. rec. subs. | 1,403,909 | 744,257 |
| Stores & supplies | 498,121 | 687,667 |
| Prod. in proc. | 268,112 | 537,534 |
| **Total curr. assets** | 2,619,482 | 2,212,534 |
| Prep. chgs. | 23,459 | 34,913 |
| Inv & advances | 3,050,310 | 3,038,001 |
| Mine: Cls., dev., bldgs. | 816,247 | 816,247 |
| Mine explor., etc. | 94,820 | 94,820 |
| Smelter: Plant, equip., etc. | †1,402,404 | 3,979,656 |
| Research, pat. rts. | ‡1,145,551 | 2,754,654 |
| H. O. furniture | ...... | 10,734 |
| Deficit* | ...... | 511,273 |
| **Total assets** | 9,152,573 | 13,452,832 |
| Due bank | 1,536,412 | 1,833,939 |
| Accts., etc., pay. | 567,434 | 509,305 |
| **Total curr. liab.** | 2,103,846 | 2,343,244 |
| Depr. & amort. res. | ■ | 3,553,588 |
| Exch. res. | 34,000 | 30,000 |
| Funded debt | 2,525,000 | 2,525,000 |
| Capital stock | 5,001,000 | 5,001,000 |
| Deficit | 511,273 | ▲ |

■Deducted from Smelter Plant and Equipment, Metallurgy Research and Patent Rights in 1953.

▲Included in assets in 1952 and prior yrs.

†After accumulated depreciation reserve of $2,597,011.

‡After amortization reserve of $1,608,804.

*Before depreciation and amortization.

Conting. liab., 1953: Guar. re loan to subsid., $700,000 U.S.

| | | |
|---|---|---|
| **Working capital** | 515,636 | ‡130,710 |

‡Excess of curr. liab. over curr. assets.

## Beverage

**ALBERTA DISTILLERS LTD.**, Calgary, Alta., gross profit on sales for year ended May 31, 1953, was $211,757, up 98.9% ($106,465).

"Larger quantities of our matured whiskies are becoming available each month, enabling us to realize still greater sales in all markets," reports President Frank M. McMahon. "Our inventories of whiskies continue to increase in value through aging."

Stocks of whiskies are insured for over $9,250,000, including cost of oak barrels.

Subsidiary company's fully-aged "Carrington's Reserve Canadian Whisky" will be available in most of the important U.S. markets by the end of 1953, says Mr. McMahon.

**CONDENSED BALANCE SHEET**

| As at May 31: | 1953 | 1952 |
|---|---|---|
| Cash | $18,881 | $122,231 |
| Accts. receivable | 68,688 | 30,739 |
| Inventories | 3,860,697 | 3,367,949 |
| **Total curr. assets** | 3,948,266 | 3,520,919 |
| Prepaid exp.§ | 33,650 | 52,000 |
| Real est. agree. | ...... | 1,437 |
| Org. & prelim. exp. | 232,122 | 131,910 |
| Bond discount | 31,111 | 34,444 |
| Devel. costs, etc.* | ■356,483 | ■307,821 |
| Fixed assets▲ | 1,839,304 | 1,873,638 |
| **Total assets** | 6,440,936 | 5,922,169 |
| Bank loan | 3,990,000 | 3,405,000 |
| Accts. payable | 68,661 | 73,723 |
| Accrued liab. | 22,772 | 26,306 |
| **Total curr. liabs.** | 4,081,433 | 3,505,329 |
| Deferred liab. | ...... | 57,137 |
| Funded debt | 697,500 | 698,000 |
| Capital stock | 1,662,003 | 1,661,503 |
| ▲After deprec. of | 299,430 | 246,482 |

■After gross profit on sales of $211,757 in 1953 and $106,465 in 1952.

§Incl. in curr. assets in co's report.

*Development costs and general expenses not allocated to production costs.

| | | |
|---|---|---|
| **Working capital** | †133,167 | 15,390 |

†Excess of curr. liab. over curr. assets.

# Seymour Outlines Fluorspar Details

Estimates are now being prepared for overall cost of placing in production the fluorspar property near Salida, Colorado, of Seymour Mining Corp. Griffith Annesley, advises that when estimates are completed financial discussions already in progress in New York will be finalized.

Several tons of ore from the indicated large deposits are being sent to the Sink-Float Corporation's test plant in Missouri. This firm will submit a complete report on the type and cost of a plant to treat 1,000 tons of fluorspar daily. An estimated milling cost per ton will also be provided. An estimated mining cost of $2.83 a ton has been estimated by the company.

The ore body is reported open for extension at both ends and at depth. Mapping and co-relation of diamond drilling results are being completed under the direction of B. I. Nesbitt, consulting geologist.

Seymour is also actively engaged in carrying out self potential electrical surveys on properties in western New Brunswick on which copper-nickel float was discovered recently, Mr. Annesley states. The survey results, expected before mid-September, will be the basis for an exploration and development program.

# No. 7 Hole The Best For New Calumet

Of three holes assayed in the current drilling program of New Calumet Mines on its Tetagouche property in the Bathurst area of New Brunswick, No. 7 hole has proven by far the best.

Assays are awaited on two other holes completed or drilling

Diamond drill hole No. 7, previously reported to have intersected ore between 456 ft and 502 ft., returned two sections of ore between these footages. From 456 ft. to 484 ft., 28.0 ft. of core length averaged 5.45% zinc, 2.66% lead, 0.15% copper, 0.022 oz. gold and 1.86 oz. silver. From 497 ft. to 502 ft., a 5-ft. core section gave 9.86% zinc, 3.77% lead, 0.30% copper, 0.032 oz. gold and 3.92 oz. silver.

A second hole, T-9, gave a foot starting at 387 ft. averaging 6.40% zinc, 2.64% lead, 0.38% copper, 0.025 oz. gold and 3.56 oz. silver.

The third hole, T-10, gave 5 ft. starting at 486 ft. averaging 8.69% zinc, 3.92% lead, 0.28% copper, 0.02 oz. gold and 2.62 oz. silver.

No assays are reported for No. T-8. Drill hole No. T-11 is currently being drilled 400 ft. west of T-7 to lengthen the present central ore zone to the west.

**CALDER BOUSQUET** which is doing surface work preparatory to diamond drilling at its Algoma uranium property advises that diamond drilling has given some encouragement along the wide radioactive lineament known as the Bug Lake fault. Drilling has indicated the presence of a wide fault zone comprised of red altered and hematized gneissic rocks of the type with which uranium mineralization is usually associated. Assays are expected shortly from holes already completed. Further drilling of the Mud Lake horizon structure is under consideration as Hole ML 2 gave 9.8 ft. of $5.80 grade material and 1.3 ft. of $8.70. Gui-Por work on the extension of this structure will be watched as well.

Let "LION"
HELP SOLVE YOUR GRINDING WHEEL PROBLEM. MAKERS OF VITRIFIED, SILICATE AND RESINOID ABRASIVE PRODUCTS.

Speed Nut Savings Stories

YOU MAY BE JUST A FEW MINUTES FROM A FASTENING IDEA WORTH Thousands of Dollars

Yes, hundreds of fastening ideas that have led to outstanding savings are contained in the SPEED NUT Savings Stories booklet. Takes only a few minutes to review — minutes that you may find worthwhile!

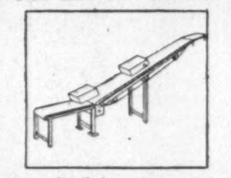
Case after case of savings made by leading manufacturers — how a top-ranking car manufacturer saved 3 million dollars a year — how another company cut assembly time 30% — how another saved $50,000 in equipment investment.

Your Dominion Fastener representative can help you achieve similar savings. Call on him at any time — meantime write for your copy of this booklet.

DOMINION FASTENERS LTD.
HAMILTON ONTARIO
Exclusive Canadian Licensee

LAMSON MUNRO LIMITED
Suppliers of
PNEUMATIC TUBE SYSTEMS
INDUSTRIAL VACUUM CLEANING
PALLET LOADERS
VERTICAL FOOD CONVEYORS
AUTOMATIC VERTICAL CONVEYORS FOR MAIL DISTRIBUTION
Toronto, Canada

CONVEYORS FOR ALL TYPES OF INDUSTRY



Beltevators or levelbelt conveyors move packages efficiently. Write for Catalogue No. 60.

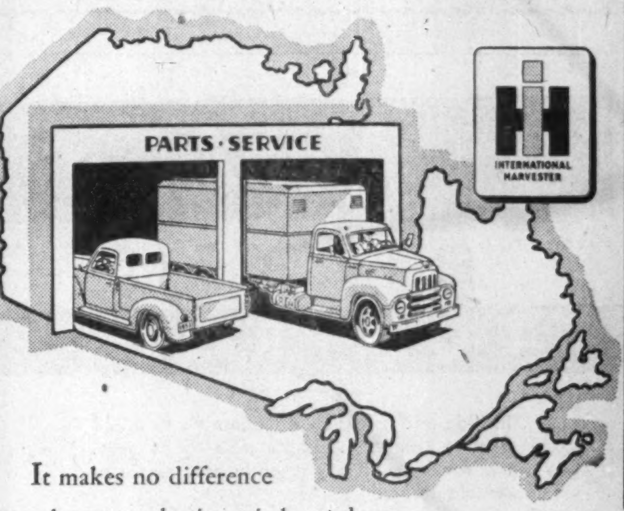
Manufacturers of Buschman Conveyors in Canada

JAMES A. McKECHNIE LIMITED
61 RALEIGH AVE. TORONTO 13 Phone AM. 1-7719

INTERNATIONAL HARVESTER:
CANADA'S LARGEST TRUCK SERVICE ORGANIZATION

★ 20 Company-owned Service Centres

The latest precision equipment and factory-trained mechanics are at your service in 20 modern company-owned service centres across Canada.




★ 17 Company-owned Parts Depots

There's a company-owned parts depot near you stocked and staffed to give prompt delivery on orders for genuine International Parts and Accessories.

It makes no difference where your business is located . . . or where your business takes you . . . there's an International Dealer or Branch, fully equipped and expertly staffed, to give *any* make of truck speedy, dependable, economical service.

★ Over 900 Motor Truck Dealers

Behind International's extensive Service and Parts Organization are over 900 authorized dealers with modern facilities and qualified mechanics.

No matter which way you look at it... price... performance... or service... you'll be away ahead with the great new

INTERNATIONAL TRUCKS

MADE IN CANADA AT CHATHAM, ONTARIO

INTERNATIONAL HARVESTER COMPANY OF CANADA LIMITED, HAMILTON, ONTARIO

THE unsolved CASE OF "THE CRYING METAL"

Indium is a strange and fascinating metal. Silvery-white, it looks like platinum. Yet it is so soft that you can gouge it with your fingernail. It is slippery to the touch and you can easily bend it between your fingers, even at very low temperatures. When you do it "cries" with a crackling sound.

Despite these and many other interesting characteristics, only a few uses for indium have so far been developed. Yet Cominco could recover one million ounces a year from its Sullivan Mine and believes that outstanding new uses can be found.

So Cominco's great resources of men, materials and money have been brought to bear on a full-scale study of indium's potential. Continuing Cominco research leads the way, while the company actively supports the research of others. And the day may not be too far distant when new light will fall on the Unsolved Case of the Crying Metal—and indium will begin to serve us all.

Cominco's booklet "The Metal Indium" presents, in concise form, information about Indium and its present and potential uses. Write Cominco, Metal Sales Division, 215 St. James St. W., Montreal 1, P.Q.

"COMINCO"

THE CONSOLIDATED MINING AND SMELTING COMPANY OF CANADA LIMITED

# Lead and Zinc Really Critical Items In Canada's Base Metal Producing Picture

By GORDON M. GRANT

What does the future hold here for base metal mines—and base metal stocks?

With stock market prices for base metal issues off sharply, along with gold and base metal issues, it's a good time to take a look at the future of the base-metal producing "backbone" of Canada's mining industry.

Zinc took another half cent a pound drop late last week, now sells for 9.75c a lb. here. Lead has been soft in London where it has been selling under 12c against 13.25c Canadian price and 14c U. S.

Copper has been quiet at about 29½c a lb. in Canada. There is still a market for all the nickel which can be produced with, of course, no change in price.

Obviously the zinc-lead producing sector of the industry has been bearing the brunt of price-slashing of base metals. Prices of both have dropped about 50% in a year's time.

It is now a very good question as to just how much further prices of these metals can be cut without causing wide mine closure. Closure of mines would bring supply and demand into better balance, with probably higher prices later on. But there are a number of substantial new producers—such as Barbue Mines and Mindamar—which have contracted for sale of their output at high prices for a period of years ahead and even low prices might not reduce output as much and as quickly as would ordinarily be the case.

**Many Closed Already**

Many United States mines and numerous B. C. base metal producers have already suspended production and output has undoubtedly been curtailed many other places in the world as well.

It speaks well for the ingenuity of managements of many Canadian base metal producers that closures have not been even more numerous. The average Canadian lead-zinc mine which does not own its own smelting and refining facilities, but ships only concentrates, does not net back a high percentage of its production value. One lead-zinc producer—and it is no doubt not exceptional—nets only 37.6c at the mine for every gross dollar of value in each ton of zinc concentrates shipped on the basis of 16c zinc. Out of that 37.6c must be paid all milling and milling costs and any profit must be included. Fortunately, lead concentrates usually provide a better return. But it is a lucky lead-zinc producer that produces as much lead as zinc.

**Near Break-Even Point**

No doubt base metal producers turning out zinc as a by-product of copper production (Hudson Bay, Waite Amulet, Quemont, East Sullivan, Normetal, etc.) can still make money on zinc, but straight lead-zinc producers turning out concentrates rather than finished metals like Cominco are at best doing little better than breaking even these days.

The future of business will undoubtedly have an important bearing on prices of the "critical metals," lead and zinc; and to a lesser degree copper. Some market prognosticators hold that the break in the New York market has been largely psychological due to end of the Korean war and is hardly warranted by the present state of business. The fact remains that the future of metal prices is still anything but clear.

The outlining in New Brunswick on properties now held by Brunswick Mining & Smelting Corp. of some 70 million tons of high grade lead-zinc ore to 1,000 ft. depth must also be taken into consideration in viewing the future of the lead-zinc world price structure. This is a tonnage of ore as great as treated by Consolidated Mining & Smelting to date and is a force to be reckoned with when future of individual small base metal producer is considered. If the Brunswick M. & S. properties are equipped with efficiency-giving smelting and/or leaching facilities, very low costs for finished metals may prevail as first mining will be of the open pit variety.

All the effect of impending N.B. base metal production will not be felt by smaller base metal producers here but will have a world-wide influence. Generally speaking, costs of producing lead and zinc in Canada are lower than elsewhere in the world—much lower than in the United States—and mines here will not fare too badly in the future state of affairs. The outlook for lead appears to be somewhat better than that for zinc. From a really long-term standpoint, of course, lead and zinc are likely to be in short supply as indicated by the Paley report on U. S. natural resources.

# *Cominco's New Zinc Furnace Now Lifting Overall Efficiency*

A new electric induction furnace for melting zinc sheets now in operation at the Trail plants of Consolidated Mining & Smelting Co. of Canada is not only the largest of its kind in the world and the first to be used in the western hemisphere, but is designed to increase efficiency of operations in several directions.

Designed and constructed by Societa Italiana Construzioni Elettrotermiche of Milan, Italy, to meet Cominco needs, the furnace is rated at about 300 tons of zinc a day.

Most of the zinc will be obtained from ores mined and milled in British Columbia, principally from Cominco's Sullivan mine concentrator at Kimberley. The zinc concentrate is shipped to Trail, roasted and the zinc dissolved in sulphuric acid. The resulting zinc sulphate solution is purified before entering an electrolytic refining process from which pure zinc sheets are plated out of the solution.

Until recently all the zinc sheets were melted in oil-fired reverberatory furnaces. A fairly large volume of flue gas carrying zinc oxide from these furnaces had to be treated to recover metal values. Very little gas is generated in the new furnace.

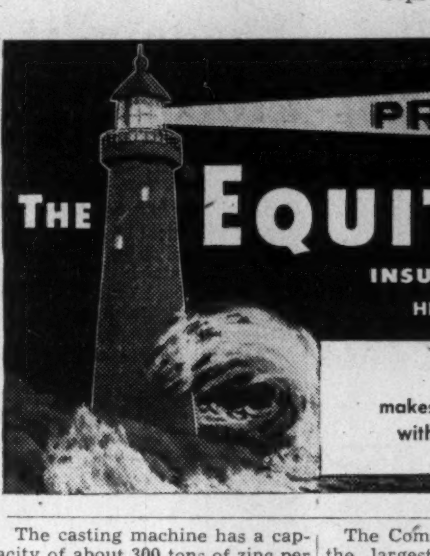
**Better Working Conditions**

Working conditions are expected to be improved through lower atmospheric temperatures and lack of smoke. The furnace is an induction type unit with channels of molten zinc acting as secondary coils of transformers resulting in the electrically developed heat being applied directly to the metal itself. The circulation of molten zinc melts incoming zinc sheets which charge through four ports on the top of the furnace. Advantages are expected to be lower melting costs, less dross production due to close temperature control and higher efficiency since the heat is applied directly to the metal.

The new electric furnace will replace two of the reverbatory furnaces. A long-range plan calls for additional installations.

**U. K. Machine**

A Sheppard straight line casting machine, designed in England to Cominco specifications, also has been installed to cast the finished Tadanac brand zinc slabs. One hundred and forty molds are attached to an endless chain. A variable speed driver is adjusted to the required tonnage rate and zinc from the new electric furnace is pumped through a pouring ladle.



THE EQUITABLE LIFE
INSURANCE COMPANY OF CANADA
HEAD OFFICE: WATERLOO, ONTARIO
ADEQUATE FAMILY PROTECTION
makes it possible to increase spendable income without the worry that you may die too soon.

The casting machine has a capacity of about 300 tons of zinc per day to match the melting furnace.

The Cominco zinc plant is now the largest of its kind in the world and is capable of producing 520 tons of refined slab zinc per day or approximately 190 million lb. of zinc per annum.

# Pronto Ore Grade Jumping In Deeper Holes to East

A distinct uptrend in ore values is being experienced by Pronto Uranium Mines as drilling of third tier holes gets out to the east, The Financial Post is informed.

D. E. Smith, resident manager of Technical Mine Consultants directing development operations, advises all holes continue to intersect the main ore zone over good widths with increasing values indicated as drilling proceeds down dip on structure.

Latest ore intersections assays on this deep drilling test of the favorable conglomerate which is substantially adding to the ore tonnage totals are reported as follows:

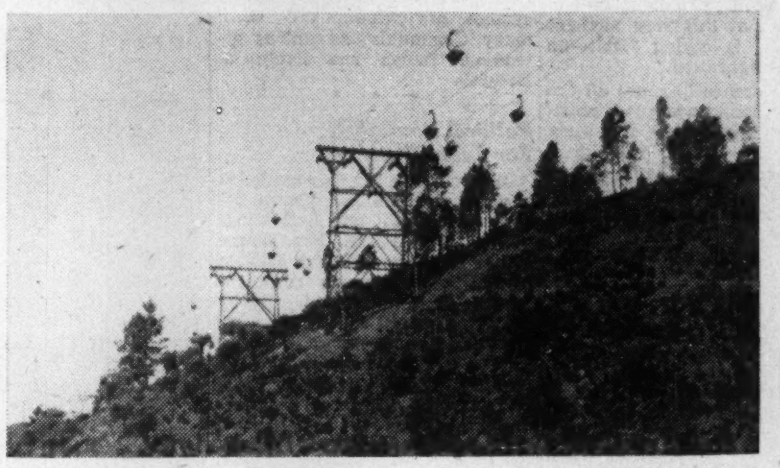
P-64 cut 9.5 ft. of $46.40 material. P-65 obtained a 6.5-ft. intersection of $13.05 grade, while P-66 cut 6.5 ft. of $21.75.

P-67 cut 7.5 ft. of $47.85 ore and a 1.5-ft. section of $15.95 above the main zone. Assays are awaited on Holes P-68 and 69 which cut 8 and 10 ft. of conglomerate respectively. Hole P-70 also cut zone with width unreported.

Drill No. 2 is prospecting the conglomerate horizon west of the main ore area, near the property's west boundary. Drill No. 3 has started exploring the lateral extension of the main ore area to the east.

Construction has started on permanent campsite buildings.

"All-Weather" Road



Howling blizzard, drenching downpour, peasoup fog—you can depend on Breco Aerial Ropeway systems to give continuous service! Rugged, long-lived, reliable Breco systems have virtually unlimited application. They can convey all kinds of materials up and over all kinds of terrain, negotiate gradients of 1:3 or more, with capacities up to 750 tons per hour, individual loads up to 5 tons each. Yet frictional losses are low, with consequent low power requirements. A Breco system helps to stabilize transport costs, since they are not subject to sudden increase because of labor, weather or other variable conditions. Throughout the world Breco Ropeways are renowned for economical, efficient handling of mining materials. Write for further information and specific recommendations.

BRITISH ROPEWAY DIVISION OF
VULCAN IRON & ENGINEERING LTD.
ROPEWAY ENGINEERING OFFICES AT 132 JARVIS STREET, TORONTO 2, ONTARIO
Head office and plant, Winnipeg, Manitoba. Branches: Edmonton, Regina, Fort William

MANAGEMENT CONSULTANTS

J. D. Woods, Chairman — W. L. Gordon, President

Directors: E. B. Chown, D. L. Gordon, R. Presgrave, B. H. Rieger, G. P. Clarkson, J. A. Lowden, R. A. Read, A. N. Steiner, D. M. Turnbull

Supervisors: G. B. Bailey, H. B. Guilfoyle, G. M. McGregor, A. R. Neufeld, R. H. Grant, R. O. Moore, R. J. Shirley, D. B. Watson, R. C. A. Waddell

Personnel Consultant J. W. Macmillan

15 Wellington St. W. TORONTO
507 Place d'Armes MONTREAL

J. D. WOODS & GORDON LIMITED

G-13

# *American Yellowknife Gets Uranium At Marian River*

Management control and a 50% interest in "a very promising uranium prospect" in the Marian River area, Northwest Territories, has been acquired by American Yellowknife Mines, President J. C. Byrne reports. Mr. Byrne states there is sufficient evidence from work already accomplished that several uranium-bearing zones already exist and that they carry uranium in commercial quantities.

Geological mapping, geigering, rock trenching and sampling are proceeding under the direction of N. W. Byrne, consulting engineer. Three zones are now receiving detailed attention.

The No. 1 zone has been trenched for 360 ft. with additional high readings both east and west on strike. Rock trenches are spaced at 30-ft. intervals, channel sampling is proceeding to be followed by bulk sampling. The sampling results from eight trenches for a length of 210 ft. and width of 10.1 ft. average 0.235% $U_3O_8$ or $34.07 per ton.

No. 2 zone, apparently an offshoot from the main No. 1, shows high readings for 100 ft. with rock trenching under way. No. 4 zone, parallel and 60 ft. south of No. 1, has been opened for a length of 130 ft. by five rock trenches with sampling under way.

The radioactive occurrences under development by American Yellowknife lie within the granodiorite and are closely associated with extensive quartz stockwork which extends into the granodiorite from the Marian River fault immediately east of the showings. The property is 15 miles west of the Snare River hydro-electric power plant at Big Spruce Lake.

American Yellowknife Mines in association with Lodge Uranium Mines are providing funds on a 50-50 basis for the development program.

MINING EVALUATION COMPANY
established in 1934 as a guide to the
MINING INVESTOR
A constant process of examination and selection in the Canadian Mining Camps, from Quebec to the Yukon, brings to our subscribers factual reports and expert analyses of a wide list of Canadian Gold and Base Metal Properties from the Prospect to the Producer.
Correspondence Invited
P.O. Box 194 - Tel. 1301
NORANDA, Que., CANADA

## Commodities

| | Latest week | Previous week | Same week last yr |
|---|---|---|---|
| Cattle | $18.24 | $19.74 | $24.99 |
| Hogs | 32.60 | 34.60 | 25.60 |
| Copper, lb. | .29 | .29 | .24½ |
| Sugar, raw, lb. | .0590 | .0582 | .0592 |
| Coffee, lb. | .60⅞ | .61¼ | .54½ |
| Hides | .18½ | .18½ | .18 |
| **Weekly Indices** | | | |
| U. S. Labor | 110.3 | 110.7 | 111.8 |
| Dow Jones | 157.02 | 156.12 | 174.45 |
| **Monthly Indices** | | | |
| Retail (Aug.)† | 115.7 | 115.4 | 116.0 |
| W'sale (July) | 221.2 | 221.7 | 225.5 |
| U. S. (June)* | 109.4 | 109.8 | 111.3 |
| Gt Brit. (June) | 330.0 | 330.7▪ | 327.5 |

Note: †Cost-of-Living index revised to the Base of 1949=100.

*New series based on 1947-49=100.

Base of price of quotations is as follows: Cattle—Steers, good up to 1,000 lb. top price Toronto. Copper-electrotype, New York. Coffee No. 4 Santos. Spot Raw Sugar 96 degrees centrifugal c.i.f.

▪Revised

## Investment Trusts

| | Divd. pd.▴ cents | Bid $ | Ask $ |
|---|---|---|---|
| Affiliated Funds | ...... | 4.79 | 5.18 |
| Balanced Mut. | ‡.10(30) | 3.81 | 4.19 |
| CanaFund | .60(1.10) | 22.57 | 23.59 |
| Can. Invest. Fund | .20(28) | 5.81 | 6.38 |
| Com'wealth Int. | .17(25) | 4.81 | 5.29 |
| Corporate Inv. | .20(26) | 5.48 | 5.96 |
| Div'sified Inc. shs. B | .11(05) | 2.35 | 2.55 |
| Dom. Equity Inv. | .18(15) | 10.36 | 10.59 |
| Grouped Inc. | 14.1(7) | 4.53 | 4.98 |
| Intl. American | ...... | 10.54 | 11.58 |
| Investors Mut. | .21(28.5) | 6.19 | 6.70 |
| Leverage Fund | .17(17) | 3.42 | 3.76 |
| Mut. Ac. F., new | •4.44(71.95) | 3.57 | 3.88 |
| Mutual Income | 16.75(12.29) | 3.32 | 3.61 |
| Resources of C. | .17(21) | 4.79 | 5.26 |
| Timed Invest. | .10(20) | †4.25 | *4.25 |
| Trans-Can. A | 41.4(87.8) | 17.35 | ... |
| Do. B | 36.6(96.4) | 17.10 | ... |
| Do. C | 17.2(20) | 3.55 | 3.85 |

†Less or (*) plus stock exchange commission.

▴Paid or payable in 1953; total paid in 1952 in brackets.

‡After 4-for-1 stock split.

•After 4-for-1 split.

Asphalt, Crushing, Construction and Logging Equipment
INNES EQUIPMENT LIMITED
930 MILLWOOD ROAD, TORONTO 17
Telephone: MA. 0761
55 DECARIE BLVD., MONTREAL 9
Telephone: RI. 4-4991

"... and these Canadian locks are the busiest in the world!"

THREE HUNDRED years ago, the shores of the St. Lawrence and Great Lakes were the hunting grounds of Indian tribes. Today, this thousand-mile waterway to the sea is a transportation route for one of the most highly industrialized areas on the globe—serving some 95,000 square miles of thriving commerce.

MORE SHIPPING threads its way through the canals and locks from the upper St. Lawrence to Lake Superior than through all other locks and canals in the world. Most of the vessels are owned and operated by Canada Steamship Lines or were built by the Company's shipyard subsidiaries.

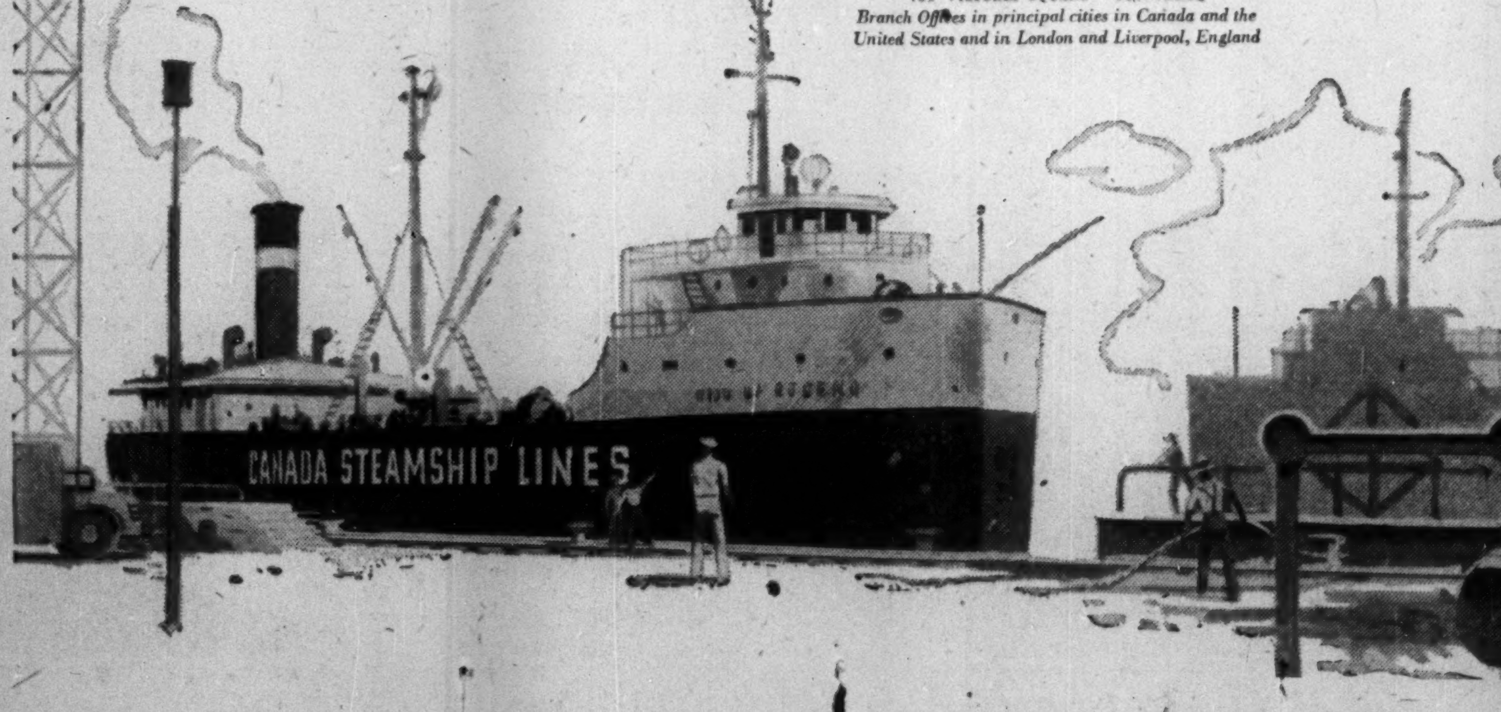
FROM THE TRANSPORT of furs by precarious canoe, to the shipping of lumber, ore, coal, grain, petroleum and vast quantities of bulk and package freight, the development of navigation through the heart of Canada is largely a part of Canada Steamship Lines' own history.

IT IS OVER a hundred years since the original company launched a small vessel and barge to establish communication between the Quebec farmers and Montreal. Today C.S.L. transports more tons of produce than any other Canadian company.

MUCH OF OUR LAND'S riches is shipped by Company vessels, stored and distributed by Company terminals.

Canada Steamship Lines Limited

759 Victoria Square • Montreal
Branch Offices in principal cities in Canada and the United States and in London and Liverpool, England



THE LETTER FROM LONDON

# U.K. Socialists With Two Faces

## One for Trade Union Congress, One for the Party

LONDON — Politicians can never, of course, afford to admit that they have been wrong at any time. To do so destroys the doctrine of infallibility upon which their public lives are founded. Once they admit their error, they know next time someone will seize upon it to claim that they are just as likely to be wrong again.

This is the key to the great discussion taking place this week at Douglas, Isle of Man. There the annual general meeting of the Trade Union Congress is engaging in public difference of opinion with their political brothers, the Labor Party.

The latter in its political statement "Challenge to Britain" which it will discuss at its own annual meeting at Margate in three weeks time, is pressing for more and more nationalization. The T.U.C. at this very moment at Douglas is crying "Halt—no more nationalization."

This difference becomes all the more interesting when you recall that they are largely the same people. The T.U.C. provides a large proportion of the funds and the majority of the rank and file of the Labor Party.

* * *

***A Strange Double Take***

But the T.U.C. is a non-political body, while the Labor Party is. In their capacity as nonpolitical debaters these men can afford to admit that what they said about nationalization in theory has been proven wrong in practice. When these same gentlemen doff their T.U.C. garments and put on their Socialist garb at Margate they will scream at the folly of the gentlemen — themselves — who condemn nationalization this week at Douglas.

As politicians, they will tell the public how right they have consistently been about nationalization and assert that they must have more.

Presiding at Douglas is the genial Tom O'Brien, Socialist M.P. for Nottingham. He is the boss trade unionist who incurred the wrath of his Socialist colleagues earlier in the year for sending a friendly telegram to Sir Winston Churchill. He doesn't mind about their wrath. He remains unruffled about these things. He will be equally unruffled at voting against nationalization this week at Douglas and being loyal to his party when they do the opposite in three weeks time.

Perhaps this is part of O'Brien's charm. He takes nothing too seriously and enjoys life to the full, particularly the discomfiture of his colleagues in politics.

He finds a particularly mischievous enjoyment in holding this conference in the Isle of Man. Wherever these conferences are held, the local mayor acts in the capacity of host. But the Isle of Man has a status all its own and there is a Lieutenant-Governor. In accordance with tradition when he appears on the platform to welcome the delegates the national anthem has to be played. Some of these delegates prefer "The Red Flag" and Tom is enjoying ramming the anthem down their throats. For if there is one thing he hates more than Mr. Aneurin Bevan it is any sign or symbol of Communism. With many Communist-led unions attending, things are lively at Douglas.

* * *

***Political Bombshell For Labor Party***

Meanwhile, a lady has exploded a political bombshell plumb between the Right and Left wings of the Labor Party. Mrs. Eirene White is Labor M.P. for Flint, a candid woman much respected for her honesty and integrity by politicians of all shades. She has refused to seek re-election to her party's executive (which she has adorned for six successive years) and publicly states her reason.

Her reason is that there is such schism in her party that a candidate for election to the executive cannot hope to succeed without wooing one faction or another. She wants to be a plain Socialist without any label and for such, there is no place.

What amuses Tories, who find this exhibition of Socialist disintegration highly diverting, is to witness the characteristic reaction of Mr. Emanuel Shinwell who has in turn played every role in his endeavor to get into the lead of the party himself. He has tried being the violent extremist of the left, he has tried the studied modernization of the good-hearted reformer. Both have failed. But he never thought of the middle-way.

At once he jumped on Mrs. White's bandwagon. "Perish the Bevanism of the Left" says he "and what use the ineffective Attlee of the Right. We need a new leader from the Centre."

I wonder who he can have in mind?

* * *

***Flagrant Waste Of Coal In U. K.?***

Nevertheless, these people upon whom so much of our essential production depends, whether they speak as trade unionists or as politicians will have to do some serious thinking. The British Productivity Council, a government-sponsored organization for stepping up output sent a mission to the U. S. to study coal utilization. What does it find? That two fifths of the coal mined in Britain is put to wasteful use and 30 million tons could be saved annually with a little more intelligence. The principal offenders are the nationalized electricity industry.

This is pretty serious when you recall that we are threatened with a winter coal crisis for want of an extra two or three million tons.

* * *

***New Red Tactic In Labor Ranks***

As for the electricity industry, it is evident that communism is not capable of clear thinking even in its own interests. Walter Stevens is an avowed Communist Party member. He is also leader of the Electricians Union now organizing new strike tactics on a "guerilla" system, i.e. calling out only a few key-men in a few selected vital places. This is a tactic we have not met before but it is characteristically Communist.

Of all silly things to do, these electricians have struck at the great Radio and Electric Exhibition in London, a display designed to boost an important part of their own industry and to secure good work and wages for them. Such tactics bear the hall-mark of Moscow.

* * *

***Hanging of Woman A Prime Issue***

However, life is not all politics and Communist conspiracy. There is Mrs. Merrifield, convicted of poisoning her employer who had made a will in her favor. The appeal of Mrs. Merrifield has now been disallowed, and there is no further court for her to go to. Will she be hanged?

There has been a marked reluctance in this country in recent years to hang a woman. This case has been complicated by the fact that her husband who was charged with her has been absolved from complicity. Woman or not, there is also a tradition that poisoners should never be reprieved.

This creates a new burden for Home Secretary Sir David Maxwell Fyfe who has been unfortunate in having a series of difficult reprieve questions. Whatever he decides the majority will back him, for his previous decisions inspire confidence.

* * *

Other crime is on the wane according to Lord Chief Justice Goddard. He is a believer in the stern methods; indeed, he attributes the decline in crime to the rigor with which the law has been enforced. This is another way of saying that his own share must not be overlooked.

The only snag is that a lot of people do not agree that there is any significant reduction. Which makes it difficult to deduce anything.

---

**LA TUQUE, QUE.**, has sold $264,500 4% bonds due Sept. 1, 1954-68, and $110,500 4½% due 1969-73, to Banque Provinciale du Canada, Belanger Inc., Oscar Dube & Co. and Morgan Kempf & Robertson Ltd. at 95.75. Net cost 4.74%. Proceeds for waterworks, sewers, road works, sidewalks. Net funded debt at April 30, 1953, $744,500. Population about 10,200.


Specialists IN PACKING - STORAGE AND NATION-WIDE MOVING

over 50 AGENT MEMBERS FROM COAST TO COAST

No fuss . . . no worry . . . no bothersome crating when you move the Allied way. Your cherished possessions are expertly packed and safely moved direct to your new residence wherever that may be.

ALLIED VAN LINES LTD.

CANADA'S MASTER MOVERS

Agents in all principal Canadian cities

53-2

CONSULT YOUR TELEPHONE DIRECTORY


# Books for Businessmen

**THE MEANING OF INCOME IN THE LAW OF INCOME TAX. By F. E. Labrie; University of Toronto Press; 380 pages; $15.**

Higher tax rates in recent years have brought increasing attention to bear on the concept of income. This book deals principally with the meaning as developed by judicial decisions. Part I deals with English and Canadian statute law and distinguishes general principles of law developed in the courts from rules arising from legislation. Part II discusses gross income and the distinction between income and capital, under three headings — the income from business, from property and from personal services. Part III deals with some of the problems of interpretation of vague statutory provisions.

* * *

**EXCESS PROFITS TAXATION, a symposium volume, published by Tax Institute Inc., 457 Nassau St., Princeton, N.J.; 183 pages; $5.00**

Devoted to consideration of the excess profits tax in both theory and practice, the first part discusses the disadvantages and advantages of such a tax in terms of revenue, productivity and equity, and the possibility of using other forms of corporate taxation in its stead. Parts II and III cover the computation of the tax, including the determination "normal" profits. Part IV discusses the effect of such taxes on taxpayers on representative industries — television, utilities, banking, retailing, special tooling, railroads, growing industries. Volume compiled from views expressed by 20 U. S. authorities at a symposium conducted in Philadelphia in December, 1950.

* * *

**THE BILL ON LONDON, or, The Finance of Trade by Bills of Exchange, Chapman & Hall; 95 pages; available through British Book Service (Canada) Ltd., Toronto; $3.50.**

For those concerned with international trade, particularly overseas transactions, this book provides a description of every aspect and method of the finance of trade by bills of exchange. The bill of exchange on London is an old established medium for creating short-term finance for the sale and purchase of goods. Designed for economics, banking students as well as businessmen.

---

## First Of DC-6A's Delivered To CPA

First of two 53-ton DC-6A air transport planes has been delivered to Canadian Pacific Airlines. The second is expected within a week.

The two big transports will be used by CPA for cross-country air cargo travel if the company's application to operate such a service is approved by the federal Air Transport Board. If the bid is rejected, it's expected the aircraft will be sold to foreign operators.

CPA applied last February for permission to start the air cargo service between Vancouver and Toronto-Montreal. The application was opposed by Trans-Canada Airlines. Decision on the matter is expected soon.

The two planes are valued at $2.5 millions, cruise at 311 m.p.h., and have a range of 2,800 miles with a 15-ton payload.


Complete Warehouse Service of Steel

ANGLES • BEAMS • CHANNELS
PLATES • BARS • ROUNDS
SHEETS • REINFORCING RODS
WIRE MESH, ETC.

Prompt Shipment From Stock

"If It's Steel You Need Call Runnymede"

RUNNYMEDE STEEL

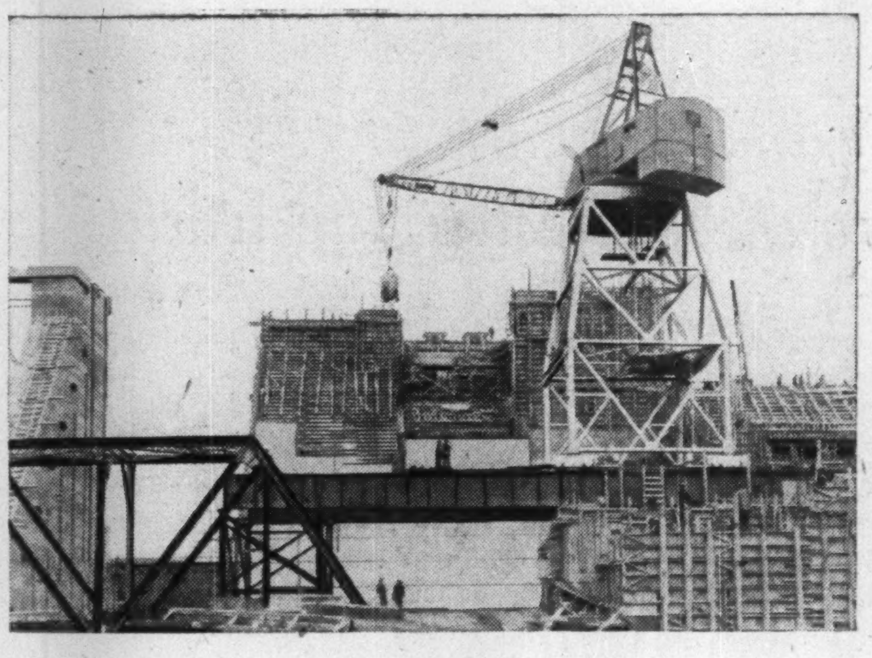
CONSTRUCTION LIMITED

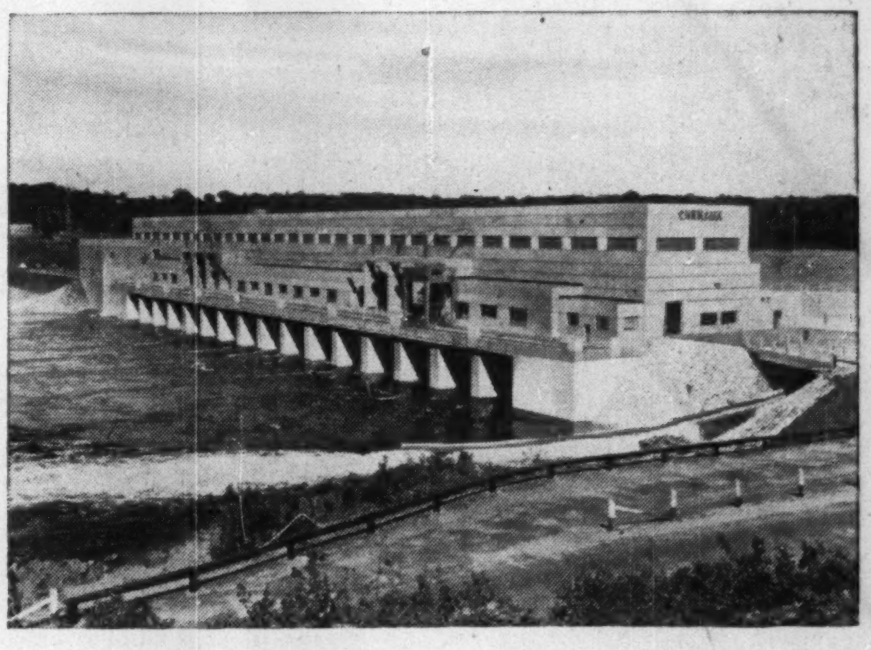
Dundas and Runnymede • RO. 1111 • TORONTO, ONTARIO



Power Developments

Completed ahead of schedule





275,000 H.P. CHUTE A LA SAVANE POWER DEVELOPMENT
Peribonka River, Lake St. John, P.Q.
Aluminum Company of Canada, Limited
All units "on power" 23 months after contract started.
Completion bonus awarded.

160,000 H.P. CHENAUX POWER DEVELOPMENT
Ottawa River near Renfrew, Ontario
The Hydro Electric Power Commission of Ontario
"On power" 3 months ahead of contract schedule.

PENTAGON CONSTRUCTION
CO. LTD.
MONTREAL
TORONTO

C. H. GORDON
PRESIDENT

H. R. MONTGOMERY
VICE PRESIDENT